

# CHEMIST & DRUGGIST

The newswweekly for pharmacy

April 4, 1987

a Benn publication

Salbutamol —  
A&H/Generics  
royalty deal

Park resigns  
from BPA (UK)

C&D interviews  
ABPI president

Condoms — BSI  
proposes new  
standard

'Free movement'  
in October

Hoechst lose 47  
research jobs  
and £800,000

The Beecham's  
Pill machine

Taylors make  
it a century

Superdrug —  
the new wonder  
of Woolies

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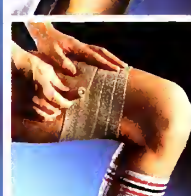
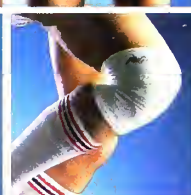
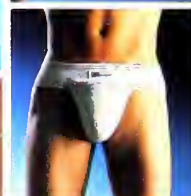
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April 4, 1987  
Volume 227 No 5567

128th year of publication  
ISSN 0009-3033

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**Published Saturdays**

by Benn Publications Ltd

Sovereign Way, Tonbridge,

Kent TN9 1RW

Telephone: 0732 364422

Telex: 95132 Benton G

Facsimile: 0732 361534

**Subscriptions:** Home £63 per annum.  
Overseas & Eire £78 per annum in-  
cluding postage. £1.30 per copy  
(postage extra). Member of  
the Audit Bureau of  
Circulations **ABC**

**Regional advertisement offices:**  
Midlands. 240-244 Stratford Road, Shirley,  
Solvihull, W. Midlands B90 3AE 021-744  
4427. North East and North West. Graeme  
House, Chorlton Place, Wilbraham Road,  
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## COMMENT



The rise in pharmacy numbers since 1980, taking premises first through the 11,000 barrier in 1985, and then, spurred on by the notion of a new Contract with limitation of entry, to 11,748 in February, has succeeded in mopping up most of the available pharmacists and increasing the demand for locums. This week the new contract legislation comes into force stemming the wave of openings. Perhaps it will encourage a degree of rationalisation if some pharmacists choose to close down taking compensation, with those that are permitted to open hereafter fulfilling a real need. Then pharmacists wishing to work part time, intermittently, or on call, will be able to spread their services more evenly through the UK NHS service.

Last week at the Buckinghamshire Local Pharmaceutical Conference, National Pharmaceutical Association vice-chairman David Thomas, speaking personally, boldly confronted the increasing number of women on the Register (now 36 per



cent), asking whether a female-dominated Pharmaceutical Society would, in the future, weaken the profession. He pointed out that over 50 per cent of pharmacists now qualifying were women and that this had resulted in a more accessible and better standard of locum service. But he suggested that their transient presence in community pharmacy was causing staffing problems in the community and hospital pharmacy. The debate that followed was suitably lively.

Job sharing was put forward as a solution and embraced by both sexes. However, employers needed educating about the prospect: the Society was suggested as a keeper of a job

sharing register. Co-ordination of resources at a local level is certainly needed to provide an effective service if the number of male pharmacists able to work full-time throughout their working lifetime continues to decrease, and this fall is not matched by an increase in the number of women pharmacists willing and able to do the same. If the number of pharmacists capable of taking full managerial/superintendent responsibility in community pharmacy continues to fall the service to the patient will eventually decline. Or will it?

Just across the Channel, pharmacists qualified in the EEC could even now be massing to join the ranks of the itinerant and temporary migrants from the Antipodes, to permanently swell both locum numbers and the stock of managers. Free movement of pharmacists throughout the Community is scheduled for October. That influx, great or small, should enrich the practice of pharmacy in the UK, solve some staffing problems in the short term, and pose some future problems.







# Something Super is happening to your Pennywise sales.

Sales of Pennywise towels have always been impressive.

For the past few years they have been the exclusive brand leader of the Regular sector in independent chemists.

And we expect that the addition of new Pennywise Super towels will increase their popularity still further.

Especially as they'll be available to your customers at the introductory price of just 49p for ten.

**Pennywise Super. Super news for chemists everywhere.**



# Generics UK salbutamol appeal decision

**Three Law Lords last Thursday decided that Generics UK should pay a reduced royalty on salbutamol inhalers but cannot sub-contract their manufacture.**

Allen & Hanburys had accepted that under existing legislation Generics UK were entitled to a licence under the patent, but disputed the terms on which it should be granted. Generics UK had originally sought a licence which would have permitted them to import the drug from Italy and pay a token royalty. Allen & Hanburys maintained that the licence should not permit importation, should require Generics UK to manufacture themselves in this country, and should pay a royalty at a commercial rate.

An initial decision had been given by the Patent Office in September 1985, from which A&H successfully appealed to the High Court. In the High Court last year, Mr Justice Whitford had refused to permit Generics UK to import pending a decision of the European Court of Justice in Luxembourg on a related matter, had ordered that Generics UK should have no power to sub-contract manufacture under their licence, and had fixed a royalty of 60p per inhaler. Generics UK appealed against the decision.

On Thursday Lord Justice Dillon said that in fixing the royalty, the judge held

that the patentee's position as manufacturer should be taken into account. What that meant was that, whatever the product, if the patentee manufactured it himself, and if the market was static and expansion was not likely, any sales by a licensee would reduce the patentee's own sales. Therefore, the patentee would, in negotiating the terms of the royalty with the licensee include some element of compensation for reduced sales in consideration of the patentee's fixed manufacturing overheads. The judge erred in taking the patentee's position as manufacturer into account and, therefore, the royalty would be reduced to 55p per inhaler. To that extent only the appeal would be allowed.

Lord Justice Woolf, dissenting on the royalty issue only, said that the position of the patentee as manufacturer had to be taken into account in fixing the royalty.

Lord Justice Fox agreed with Lord Justice Dillon.

The Court of Appeal unanimously upheld Mr Justice Whitford's decision to discharge a licence of right which the Patent Office decided it should grant Generics UK in respect of salbutamol. They also unanimously upheld Mr Justice Whitford's decision that any manufacturing licence of right to be granted to Generics UK should exclude the right to sub-contract.

(and therefore liable) solely because his name and address appear on the label. The Government does not believe the Bill, as presently worded, would result in the prosecution of a pharmacist.

The NPA has the support of its own solicitors, the Pharmaceutical Society, and the Department of Health which disagrees with the Government view. "The legislation is intended to protect the consumer, and I believe a court would bend over backwards to find in favour of an aggrieved consumer if there were no alternative", says Mr Astill.

Lord Lucas said that any clarification limited to pharmacists could cast doubt on the position of other persons who place their names and addresses on the products they supply.

■ Mr Pat Benner has been appointed chairman of the Rural Dispensing Committee for a four-year period from April 2 Mr Tony Newton, Minister for Health, announced on Wednesday.

## 1987: 488 apply to Register

**The number of applicants seeking to register new pharmacies with the Pharmaceutical Society's Law Department had reached 488 by March 31, well above the usual number expected in a quarter year.**

The new Contract deadline of April 1 does not require premises registration with the Society, rather with the appropriate Family Practitioner Committee by that date. The number of pharmacies hoping to avoid the new Contract selection procedure for new NHS pharmacies could, therefore, be well over 500.

FPC applicants have until October 1 this year to start NHS dispensing before the exemption from the new Contract legislation in the Regulations and guidelines to the NHS (Amendment) Bill lapses.

## AIDS drug out

**Wellcome's antiviral agent Retrovir — formerly known as AZT — is now commercially available in the UK.**

It is licensed for the management of serious manifestations of HIV infections in patients with AIDS or AIDS-related complex. It should be prescribed only by doctors experienced in the management of such patients, says the company.

Wellcome has met with the Medical Officers and Pharmaceutical Officers from all RHAs to decide the best means of supply and distribution of Retrovir. The company will supply it in accordance with the wishes of a particular region.

Wellcome's marketing planning manager Mr Tom Protheroe, says the company's major concern is ensuring continuity of supply for every patient started on Retrovir. He requests that no authority stockpile the drug. There is some uncertainty about the initial demand he says, but the company is committed to scaling up production when the size of demand is apparent. Potential prescribers are asked to contact Wellcome on 0270 583151 for guidance on supply.

■ *Pseudomonas* resistance to the first 4-quinolone antibiotic ciprofloxacin, has been reported in two cystic fibrosis patients who were treated for long and short periods with the drug (*Lancet*, letters). The correspondents conclude that ciprofloxacin is effective when used for the first time in CF patients colonised with *Pseudomonas*, but say there are doubts about its long-term value.

## 'Dispensed but not made'

**A label reading "dispensed by but not manufactured by..." could start to appear on dispensed medicines if the National Pharmaceutical Association fails in its attempts to get an amendment to the Consumer Protection Bill.**

In a letter to NPA director Tim Astill, the Parliamentary Under-Secretary of State for Trade and Industry, Lord Lucas of Chilworth, asks the NPA to consider such labelling which would make it clear that pharmacists are dispensers, not manufacturers — a suggestion that Mr Astill describes as "messy but possible."

However the NPA will continue to seek an amendment to make it clear that a dispensing pharmacist is not to be regarded as the producer of a product



## BSI consults on condoms

The British Standards Institution is asking for comments on its proposed amendment to BS3704 specifications for stronger rubber condoms.

The proposed amendment is intended to extend the scope of BS3704 to include an additional grade of condom that is mechanically stronger than the grade specified at present. This would meet the perceived need for a condom to minimize the transmission of sexually transmitted diseases, in particular AIDS, says BSI.

Copies of the draft *British Standard* (£3 for subscribing members, £7.50 for non-members) can be obtained from Sales Administration, (Drafts), BSI, Linford Wood, Milton Keynes MK14 6LE.

Comments should be sent by May 29, to Mr David Upstone, BSI, 2 Park Street, London W1A 2BS.

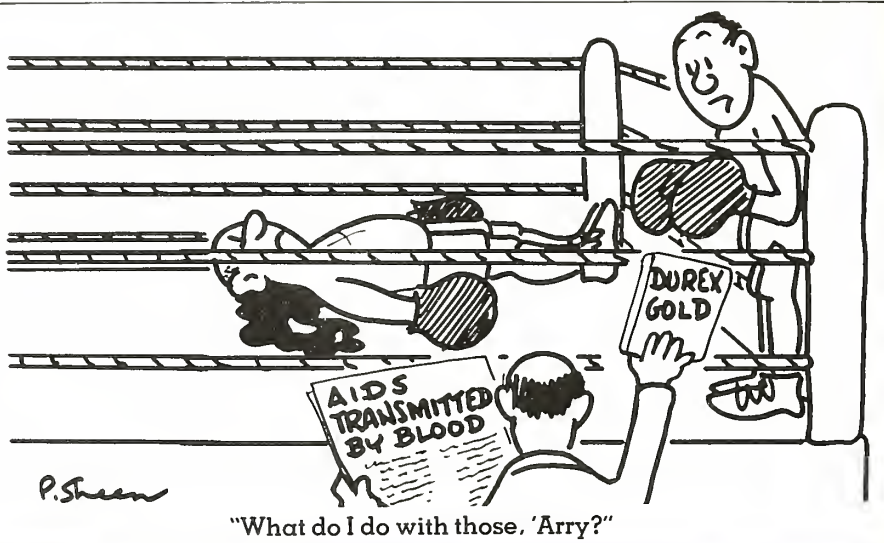
## £6m shortfall in exemptions

The Government estimates that, in England, it lost £5.8m last year due to incorrect claims for exemption from prescription charges.

Total prescription charge income for England in 1985/86 was £127¾m, of which £7m was collected by dispensing doctors, Health Minister Tony Newton said in a written reply to Tory backbencher Keith Best on March 25. He said it was not possible to break down the amount lost between pharmacists and doctors.

The question was prompted by Mr Best's local pharmaceutical committee in Gwynedd, who would like to see the same systems operating for both pharmacists and dispensing doctors. Secretary Richard Thomas told *C&D*: "We have made comparisons using published figures from FPC annual accounts, of the charges collected by pharmacists and dispensing doctors. We found a 4 per cent shortfall in that collected by doctors.

■ The private members Bill sponsored by Lord Northfield (Lab) to remove medicines from the licence of light provisions in the 1977 Patents Act has completed its report stage in the Lords and awaits third reading. The Bill is designed to require drug companies to provide detailed accounts of their trading in respect of the NHS. It failed to secure a second reading in the Commons last Friday.



## Sporting AIDs . . .

A writer to *The Guardian* this week draws attention to the Radio 2 commentator's "There's blood everywhere" remark during the Bruno/Tillis fight on March 24. He asks whether boxing should be added to the activities which may result in the transmission of the AIDs virus?

■ The Secretary of State for Social Services, Mr Norman Fowler, has announced the following plans for caring

for AIDS sufferers in the community; a further training unit for health care professionals; a pilot AIDS regional development advice and support centre; training for GPs; 14 nursing fellowships specialising in AIDS, and regional training for community nurses. Mr Fowler emphasised that caring for AIDS patients within the community was not a cheap or easy option to hospitalisation.

## Personal service from Which?

An unnamed chemist recently paid £75 compensation for five rolls of film damaged during processing after receiving claims letters prepared by *Which?* Personal Service on behalf of a customer.

This month's *Which?* magazine from the Consumers' Association describes the case of Mr Kamal Shah. He found five out of 14 rolls of film he had taken in India during a visit to his grandparents had been damaged during processing via a chemist. The chemist had apologised and said the damage was caused by an "equipment malfunction". The chemist offered free processing on the remaining films, five replacement films with free processing vouchers, and £30 compensation.

Not satisfied, Mr Shah contacted

*Which?* Personal Service, which prepared letters claiming compensation for him to send to the chemist. After a second letter the chemist agreed to pay £75 compensation in lieu of the free D&P vouchers in full and final settlement.

*Which?* notes that the chemist did not fall back on the exclusion clause it had. But, says the magazine, for such a clause to be valid it must be part of the customer's contract, ie the customer must have a chance to see it before making a deal; so it needs to be in not-too-small print, with a clear meaning. And the clause has to be reasonable as required by the Unfair Contract Terms Act 1977. "It is more likely to be so if the processor gives you a chance to make special arrangements for films of particular value. But the choice must be a real one. So processors should set out the alternatives, and give full details of the supplementary charge. If they don't then it is not likely to be effective," says *Which?*

## GPs' own list

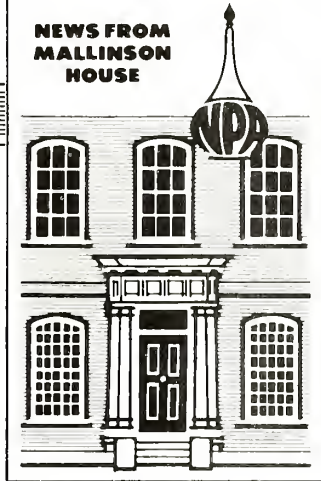
A drugs list for GPs is to be compiled by the Royal College of General Practitioners (GP).

The proposed formularies will list a narrow range of drugs for common conditions, but are intended only as a guide for doctors. The list is to be drawn

up by the new RCGP prescribing fellow, Dr Philip Reilly, who has organised a similar scheme in Northern Ireland.

The RCGP hopes such lists will provide GPs with information on their prescribing habits, and force them to evaluate cost and effectiveness of drugs. More importantly it is hoped they will avoid further Government measures such as the limited list.





## Free movement: new horizons for EEC pharmacists

**UK pharmacists will be free to work in any of the 12 member countries of the EEC from October, under a new EEC Directive on Free Movement.**

The Directive, which applies to all registered pharmacists in EEC countries, gives a pharmacist the right to establish a pharmacy in accordance with the rules of the member country. However, he or she may only purchase an existing pharmacy, and cannot manage or establish a new pharmacy except at the discretion of the member country.

In addition, the National Pharmaceutical Association's EEC liaison secretary Will Kneale, told the Board at its March meeting that pharmacists will have to demonstrate an adequate knowledge of language and law to a "competent authority". And he reminded the Board that in all EEC countries except the UK and Ireland, a pharmacy can only be owned by a pharmacist, and no pharmacist may own more than one pharmacy.

In order to maintain the highest level of training throughout the EEC when the Directive becomes operational, the EEC Commission is planning to set up an Advisory Committee on Pharmaceutical Training. Mr Kneale reported that at a recent meeting of the EEC Pharmacy Group, it was agreed that further training and specialisation was a matter for each country to decide on its own.

Reports from the national delegations to the group showed that there are still many anomalies and difficulties. In addition to the wide disparity between different national systems of price control and reimbursement of manufacturers, there are differences in the application of geographical distribution of pharmacies. The individual reports from national delegations showed how much still needs to be done to have true "harmonisation" between the different countries.

**Information to Patients** In 1984, the Association of the British Pharmaceutical Industry set up a working party to examine the provision of information to patients on medicines. The working party had produced a report and its proposed recommendations were included in a discussion document which had been sent to the NPA for comment. The ABPI recommendations were considered and found to be generally acceptable. The Board agreed that patient package leaflets

should be given to reinforce and amplify the information given by the doctor and the pharmacist. However it was felt that it was essential that every leaflet told patients to ask their pharmacist for advice if there was anything they did not understand.

The recommendation that the leaflets and additional detailed information be collated into a compendium for doctors, pharmacists and patients, was commended by the Board. They agreed that individual manufacturers should be responsible for preparing the information, and paying for the leaflets; the leaflets would be approved by the DHSS at the time of issue of a product licence or at the five yearly renewal, and that the effect of the provision of patient information should be monitored and reviewed.

**Advertising campaign** The latest two advertisements showing a Picasso-style illustration, and a sun-burnt lady, had been subjected to independent qualitative research by market research company Pope Trevains Ltd. Four group discussions were conducted with women aged 25-45, all with children under-15 living at home, and all claiming to shop regularly in a pharmacy. The Summer advertisement was found to have a high degree of visual impact and proved effective in conveying the campaign message.

**The Ostomy Challenge** There had been over a thousand replies to a form in the February *Supplement* inquiring whether members would be interested in Ostomy courses and/or copies of the Squibb ostomy information booklet. NPA training officer Ailsa Benson reported that approximately 800 members indicated that they were interested in attending ostomy training courses.

**"Never, But Never Will We Sell our Products to Chemists"** The advertisement by Sauflon Pharmaceuticals Ltd in the *Optician*, (March 6) in which this statement appeared, was considered by the Board. Although members regretted Sauflon's policy, it was noted that an estimated two thirds of contact lens solutions now sold through chemists.

**Disposal of Syringes** Jeremy Clitherow (Liverpool), felt that the Board should consider what advice to give to members on the disposal of used syringes. It was agreed that professional guidance to pharmacists would be a matter for the Pharmaceutical Society, but that the NPA should warn members of the danger of "sharp waste," and encourage them to

counsel patients on its safe disposal.

**Increase in VAT Categories?** In discussing a European report produced for the Retail Consortium, several Board members expressed concern about the possible increases in the number of VAT rates and consequent complications for British retailers, especially pharmacists. The NPA is to approach the Department of Trade and Industry expressing concern on this matter.

**Register of Pharmacy Technicians** Mrs Benson said a motion had been submitted for consideration at the Pharmaceutical Society's Branch Representatives' meetings, to the effect that the Council should consider establishing a register of technicians whose level of qualifications would ensure they could work without constant supervision. At the suggestion of Donald Ross (Bourne), the training department is to maintain a record of students awarded the NPA Dispensing Technician's Certificate.

**Youth Training Scheme** The Board were reminded that MATCH, the training agency used by the NPA for YTS participants, had gone into liquidation and the Training department had experienced some minor administrative confusion. Adviser visits to all trainees had been organised, and a residential course was held in early March. All trainees had been assigned an adviser and would have contact at approximately eight-weekly intervals.

**Dispensing technicians courses** Mrs Benson gave the turnover statistics for the Dispensing Technicians Correspondence courses held so far. She reported that of the 132 enrolments in 1985, 20 students had discontinued the course to date. Of the 203 students enrolled in 1986, only 14 students had discontinued the course.

The Training sub-committee considered the possibility of external BTEC validation of the NPA course. The Committee were reminded that the Government had established a Council for Vocational Qualifications. The basic objectives of the Council were to approve nationally recognised qualifications, and to ensure that progression from one qualification to a higher one was possible. The National Retail Training Council, of which Mrs Benson is a member, has responsibility for examining existing retail qualifications and deciding which should be "approved". Broad retail qualifications as well as job specific ones — such as pharmacy technicians — would fall within the NRTC's remit.

**"Success in Selling" course** Assistant training officer Margaret Limond, reported that the demand for the Manchester and Liverpool courses had exceeded the number of places available.



## Rural openings: purchase first

Wherever possible a pharmacist planning to open in a rural area should purchase a property before making an application, PSNC vice-chairman David Coleman told an LPC rural dispensing seminar last weekend.

In some RDC cases pharmacists have been granted permission to open and then been thwarted because the property originally decided on is no longer available. "At the least the grant has upped the price of the property involved — in other cases local vested interests would appear to have made the prospective purchaser change his mind," he said.

Some risk would be involved, but once granted permission the pharmacist will have a goodwill value for nothing and this must be offset against the need to invest money in property without guaranteed success. In many villages there is property at — by City standards — reasonable prices. Moreover inflation means that in most cases, even if permission was not granted, the pharmacist would not have lost money, said Mr Coleman.

"Once the pharmacy has opened the pharmacist can look at other property with a view to relocation," he said.

In the past there is evidence that LPC's and pharmacists have tended to avoid areas classified as rural rather than challenge the classification because they felt that rurality protected existing pharmacies, although this is not so. From April 1 new pharmacies — urban or rural — can only open where a PPSC decides that they are necessary or desirable.

"I hope that LPCs no longer use rurality as a method of 'protection'. The time has come for LPCs to look at their area, and where they feel that an area is no longer rural to ask the FPC to review that area," said Mr Coleman.

## Out of the mouths . . .

Last week's *Pulse* reports Dr Jagdeep Gossain, whose wife has set up a pharmacy in the Fulham health centre where he practises, as saying that they would be supplying a better service for patients because "waiting time for prescriptions will be greatly reduced and lengthy telephone conversations about mistakes in prescribing (sic) will disappear".

## BPA — bigger than we think?

A good many of us smaller pharmacists — ie under 5ft 6in and/or doing around 16,000 or less scripts a year — must look with some wonderment at the numerous letters from Mr Charles Flynn, as well as the replies from those who feel the need to respond. I must say I find myself agreeing with Mr R.D. Dudley of Wellington who, in his last letter (March 28, p571), found it offensive to be included in the "patronising generalities" of a man who claims to be our champion, without having actually asked us if we wanted him. Mr Dudley makes it fairly clear that he doesn't. In an editorial note to this letter we were informed that BPA claims to have 4,000 members, of whom 3,061 responded to a two-question referendum on their pink subscription form sent out earlier this year.

I find this fascinating, since by my reckoning 4,000 contractors, must represent practically every independent pharmacy in the land, big or small. Simple addition of the prescription bands published in connection with the new contract suggests that barely 1,000 have valid reason for joining BPA. I would think all members have the right, at the very least to be sent a membership register, along with a copy of the constitution. Still, I imagine it won't belong now, because if you reckon on the average sub as being around £25 per annum, a membership of 4,000 would generate a gross return of around £100,000, which should just about cover the cost.

## Wound up?

I didn't get to the Numark convention, but would like to have sat in on the Smith & Nephew session on wound dressings. As an ex-hospital pharmacist I was always surprised at how old fashioned the public are when it comes to dressings. Sticking plaster and bandages followed by lint and gauze.

Whenever I can I try to switch these requests towards simpler and more appropriate materials. My favourites are Melolin and Micropore tape followed by the newish Cushion Grip dressings. I saw it first in casualty and theatre. Other favourites are the Scholls finger bandage and the Tubigrips. The newer fabric dressings from Bandaid are nice and offer greater protection than the softer ones.

As a treatment for grazes and infections Savlon spray is effective and being dry is without the greasy film which some of the older creams and ointment

bring as a generally unwanted bonus.

In my business I often do minor dressings for people when they seem at a loss or unable to do what they need single handed. I don't charge, a fact not entirely unconnected with liability, although I usually ask payment for the materials. But the big bonus is the patient response. They are impressed by new materials and pleased to be shown how to use them.

## Slippery slide

Bottomless pit, the abyss, etc . . . All hackneyed phrases having to do with the consequences of actions which may be thought to cost us dear in the long run. The Government is highly chuffed at the savings they are making from the accelerated shift to generics.

I think most of us can well appreciate the savings in national expenditure since this kind of apparent common sense is in line with any normal business costing exercise. Who of us would willingly lay out for a particular branded product when we know we could get the equivalent at, say, a quarter of the cost? But, while the Government is rubbing its hands in pleasure, I might, along with others, disclose that my own somewhat puritan approval of the principle is beginning to be tempered with misgivings about the long-term exercise of free market forces. If we can parallel import high-priced, branded goods, then we can equally well import low-priced, unbranded ones too.

Inevitably this must damage local manufacturers. Indeed, I understand the production in the UK of amoxycillin is soon to cease. It is one thing to press for fair prices. It is another to put your home grown innovator and supplier out of the running altogether. A case of penny wise and pound foolish. There are other criticisms, most of them well worn and trotted out by our manufacturers *ad nauseam*. But however boring they may seem they have validity and must be heard.

## Everything fine

There is always something nice about good newspaper headlines. I particularly liked the one last week in *C&D* which read "PL(PI) test case fine for Europharm". You are intrigued by the inherent double meaning. At first sight it looks as though it means everything in the test case went fine (and dandy) — and then — as you read, you realise it didn't go well at all. They were fined £1,300. But then when you reflect on their turnover of £10m, you see it was "fine and dandy" after all, since the fine bore no relation to their size.



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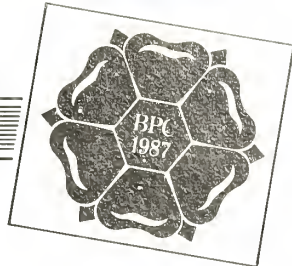
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## Guess what people call a home pregnancy test?



Predictor. The simplest way to be sure.





# A Mancunian mystery tour

**L**ast year's exotic venue of Jersey could be a hard act to follow. So how does a Northern industrial city, with a history of "dark Satanic mills" and a reputation for endless rainfall, hope to compete?

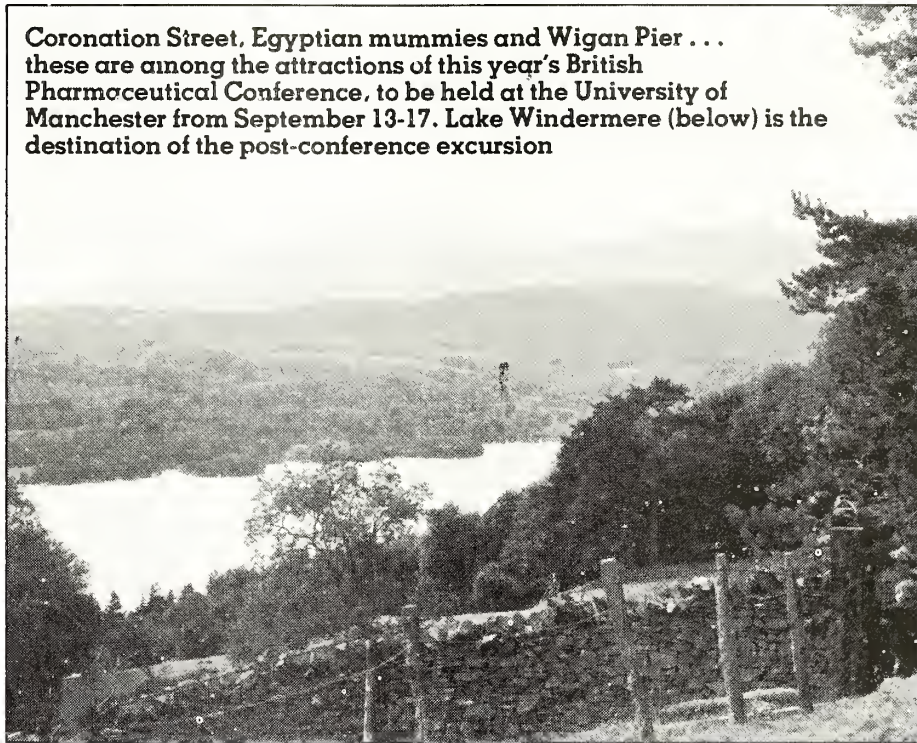
In their choice of excursions, the conference organisers have done their best to introduce visitors to the most interesting aspects of local history and the beauties of the surrounding countryside. The county of Greater Manchester covers some 500 miles, from the heart of Manchester itself to the edge of the Pennines and Westwards across the Mersey Valley. Housing a population of 2½ million people, it is the regional centre and capital of the North West.

One excursion is to Castlefield in the city centre, an area occupied by the Romans who were led by General Agricola, the conqueror of the North, in AD79. A gateway of the Roman fort they left behind has been reconstructed as part of the Castlefield Urban Heritage Park, which traces Manchester's development from these early times through the industrial revolution to the latest space age technology on display in the Museum of Science and Industry.

The area's importance in textiles is reflected in Styal Quarry Bank Mill, a water-powered cotton mill which has survived from Georgian times, and the Paradise Mill working silk museum in Macclesfield. Pilkington Glass Museum at St Helens offers the chance to look at 4,000 years of glass-making, and Cheshire workshops, near Chester, are among the largest manufacturers of hand-sculptured candles in Europe. Visits to Labaz Sanofi (UK) and Potters Herbal Supplies are of pharmaceutical interest, while Thwaites Brewery demonstrate their commitment to the production of perfect beer.

Art buffs are catered for by an excursion to Salford Art Gallery which houses a large permanent display of paintings by L.S. Lowry, and football enthusiasts can look behind the scenes at United's home in Old Trafford. A day long tour of North Derbyshire takes in Pooles Cavern and Chatsworth House, and the post-conference

**Coronation Street, Egyptian mummies and Wigan Pier . . . these are among the attractions of this year's British Pharmaceutical Conference, to be held at the University of Manchester from September 13-17. Lake Windermere (below) is the destination of the post-conference excursion**



excursion on September 18 is to Lake Windermere. Other attractions include Tatton Park country estate, Jodrell Bank, Stapely Water Gardens and a canal trip.

Gourmets can see if Edwina Currie was right when they sample "traditional fayre" at the Lancashire evening, or alternatively there is a Chinese banquet in Manchester's Chinatown as well as the more formal Conference banquet, civic reception and ball.

Lest it be overlooked that the main purpose of a BP Conference is to bring pharmacists together to discuss matters of professional and scientific importance, it is worth drawing attention to some sessions of prime relevance to community pharmacists. Monday afternoon's professional session looks at the place of alternative medicine and Wednesday morning concentrates on "Professional liability and indemnity", when the speakers will be NPA director Tim Astill, C.T. Newton, head, consumer affairs

division, Department of Trade and Industry, and W.H. Taylor, training manager, E.W. Payne Ltd. Once again there will be an "ag and vet" session, this year on "The distribution of animal medicines".

An excursion to the Egyptian mummy research project on the Thursday morning coincides appropriately with a symposium on "Aspects of ageing", followed by an afternoon lecture on senile dementia.

Two exhibitions which may be of interest to Conference members will begin on September 12. Pharmaceutical artefacts, including books and manuscripts on herbals and slides on various aspects of pharmacy, will be on show at the main library, Burlington Street, University of Manchester. A display of literature on drugs and their improvement will be at the University Library, Deansgate Building.

A full book of Conference tickets, costing £65, entitles the applicant to attend all sessions and take lunch each day. Day tickets are £20. Accommodation in student halls starts from £55 for five nights (per day £12). The registration fee is £15 (£5 per day).

Application forms are being sent this month to those who attended the BP Conference in 1986. Other requests for forms should be made to Christine Jeffreys, Pharmaceutical Society, 1 Lambeth High Street, London SE1 7JN. Forms received after August 1 will be subject to a late registration fee of £15.



**Real ale enthusiasts can practice their art at Thwaites Brewery**



## Retrovir capsules

**Manufacturer** The Wellcome Foundation Ltd, Crewe Hall, Crewe, Cheshire CW1 1UB

**Description** Opaque white capsules cap marked "Wellcome", and unicorn, body marked "100" and "YC", sealed with blue waist band. Each capsule contains 100mg zidovudine

**Uses** for the management of serious manifestations of Human Immunodeficiency Virus (HIV) infections in patients with Acquired Immuno-deficiency Syndrome (AIDS) or AIDS-related complex (ARC)

**Pharmacokinetics** Zidovudine is well-absorbed from the gut, and at all dose levels studied bioavailability was 60-70 per cent. The 5-glucuronide of zidovudine is the major metabolite in both plasma and urine, and accounts for about 50-80 per cent of the dose. For full details see data sheet

**Pharmacology** Zidovudine is an antiviral agent, highly active *in vitro* against retroviruses including HIV. For full details see data sheet

**Dosage** *Adults* 200-300mg Retrovir every four hours (six times daily) including the night time dose. It may be more accurately calculated at 3.5mg/kg every four hours. For full details see data sheet. *Children* no data is available *Elderly* no specific studies, but care is advised because of the increased risk of renal impairment. *Renal impairment* no data available, but as zidovudine is excreted primarily by renal excretion, accumulation is likely resulting in increased toxicity. *Hepatic impairment* no data available, but glucuronidation occurs predominantly in the liver so accumulation is likely resulting in increased risk of toxicity. *Pregnancy and lactation* no data available, but caution should be exercised. No data on effect on human fertility, or whether zidovudine is excreted in human milk. For full details see data sheet

**Contraindications** Hypersensitivity to zidovudine. Patients with abnormally low

neutrophil cell counts or haemoglobin levels. For full details see data sheet

**Side effects** Most frequent and serious side-effects include anaemia, neutropenia and leucopenia. Other frequent adverse events include nausea, headache, rash, fever, abdominal pain, myalgia, parathesia, vomiting, insomnia, anorexia. Full details see data sheet

**Drug interactions** As experience of interactions is limited, care should be taken in combining other drug regimes with Retrovir capsules. For full details see data sheet

**Supply restriction** Prescription only

**Packs** Pack of 100 capsules

**Product Licence** Capsules 100mg PL3/0239

**Issue** April 1987

## Gastromax capsules

**Manufacturer** Farmitalia Carlo Erba Ltd, Italia house, 23 Grosvenor Road, St Albans, Herts AL1 3AW

**Description** Opaque orange/yellow capsules containing white to light beige pellets. Each capsule contains metoclopramide hydrochloride 30mg in a pH sensitive controlled release delivery system

**Uses** Relief of upper gastrointestinal symptoms in patients over 20 years old including heartburn, dyspepsia, and flatulence associated with such conditions as peptic ulcer, reflux oesophagitis, gastric reflux, gastritis, duodenitis and hiatus hernia. And as an anti-emetic for nausea and vomiting associated with cytotoxic drugs

**Dosage** *Adults over 20 years old:* One capsule each day swallowed whole with liquid, preferably before a meal, either in the morning or evening dependent on the timing of symptoms. *Elderly:* As for Adults over 20 years. The dose should be strictly adhered to and if therapy is long term it should be regularly reviewed

**Contraindications** Patients under 20 years old and those with phaeochromocytoma

**Warnings, etc** Should be used in pregnancy only when there are compelling reasons but not during the first trimester, and not during lactation. Patients with renal insufficiency should be observed carefully and treatment stopped if any side effects occur

**Side effects and interactions** Various extra-pyramidal reactions usually of the dystonic type have occurred. Reaction times may be impaired. Anticholinergic drugs can reduce the effects of Gastromax and it should not be given with phenothiazines. The effects of tricyclic

## Mouth Ulcer Relief in 30 Seconds

# Quick, Quick, Go.



When you recommend Medijel to your customers you are offering relief from mouth ulcer pain within 30 seconds. Medijel is safe, totally aspirin-free and is suitable for both adults and children. Which means when it comes to sales, it's a fast mover too.

**Medijel** Soothing gel and soft pastilles



antidepressants, MAOI's and sympathomimetic drugs can be affected. The absorption of digoxin may be reduced and that of paracetamol, various antibiotics and alcohol accelerated.

**Supply restrictions** Prescription only, available from April 21

**Packs** Blister packs of 28 (£11.20 trade)

**Product Licence** 0232/0060

**Issued** April 1987

## Evoxin tabs

Sterling Research Laboratories are introducing Evoxin (domperidone) for use in the treatment of nausea and vomiting of any cause in adults. The tablets are white circular, biconvex, film-coated, and each contains 10mg domperidone. They are presented in a unit carton containing 30 Evoxin tablets in three blister strips of 10 (£3.26 trade). *Sterling Research Laboratories, Onslow Street, Guildford, Surrey GU1 4YS.*

## Cedocard 10ml amps

New Cedocard 10ml ampoules being introduced in July will be easier to open and less susceptible to secondary particle contamination than current ampoule designs, say Tillotts Laboratories. The "blue dot" ampoule has a pre-cut area so that less force is required to open it. Glass splinters are also reduced. Safer, polystyrene packaging will appear at the same time. Price is unchanged. *Tillotts Laboratories, Henlow Trading Estate, Henlow, Beds SG16 6DS.*

## Hollister move

The Hollister Premium range 366 and 364 series appliances, and replacement filter 7766 and clamps 7770 have been added to the Drug Tariff. *Abbott Laboratories Ltd, Queenborough, Kent ME11 5EL.*

## BRIEFS

**May & Baker** are introducing a 28 day (56 tablets) pack of Primalan (mequitazine) (£4.72 trade). *May & Baker Ltd, Dagenham, Essex RM10 7XS.*

**The retail price of Ener-G** gluten-free brown rice bread has been reduced from £5.28 to £3.94 (£2.86 trade) for a 400g loaf. The bread, which is ACBS classified, has a six month shelf life, say *General Designs Ltd, 33 The Manor Drive, Worcester Park, Surrey KT4 7LG.*

*Chemist & Druggist 4 April 1987*



## Beecham drink to new merger

Beecham Bovril Brands are extending the Ribena and Lucozade range, and backing each with a £1m national advertising campaign, launches which they say herald the merger between Beecham and Bovril.

Sparkling orange and lemon barley Lucozade are being launched in price marked cans (£0.29 usually £0.37) and one litre bottle (£1.04) backed by a 10 per cent extra free promotion this month, and a four-week, national television and cinema campaign running from April 27. And to move the canned drinks towards the teenage market, original Lucozade is being repacked with a new metallic finish.

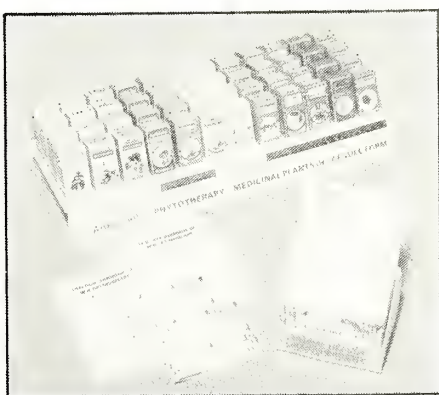
The Ribena range sees the launch of new low sugar products — Ribena Light and sparkling diet drink. In light coloured packaging to match the product image, Ribena Light comes in 600ml bottles (£1.34) and 250ml ready to drink packs (£0.24) which will be introduced with a 15 per cent extra free offer. And Diet Ribena will be available in new 330ml cans, along with the original sparkling product in a new pack. Television advertising runs during June and July, say *Beecham Bovril Brands, Beecham House, Brentford, Middx.*

## Third time looky!

Beecham's Pills, the founding product of the Beecham business, is introducing new packaging for only the third time in nearly 150 years.

The formulation of Beecham's Pills has been modernised; each pill now contains aloin BP 10mg, presented in mini-tablet format, in pop-out pockets. The new livery clearly communicates the "natural laxative" benefit, and its use for overnight relief of constipation.

New Beecham's Pills are available in two sizes — standard (60, £0.99) and large (120, £1.47). *Beecham Proprietary Medicines, Beecham House, Great West Road, Brentford, Middx. TW8 9BD.*



## Phytotherapy from France

Arkopharma Laboratories are launching 30 phytotherapy products in the UK this month. The products are all in capsule form, and retail from £1.99 to £4.50 with an average price of £2.99 for 50 capsules.

Phytotherapy — the treatment of illness using medicinal plants — differs from herbal medicine because it is based on the "age-old" principles of "simples" or single plants, says the French-based company.

A booklet describing the range will be offered free during the launch period, and display stands are also available with a range of literature for retailers. A free telephone information line supports the launch. Distributors *Food Brokers Ltd, Milburn, 3 Copsem Lane, Esher, Surrey KT10 9ED.*

## Revitalised

Aerovite, the low calorie, mineral salt replacement drink has been reformulated to provide a slightly carbonated, "fresh, fruity" flavour, say E.G. Marketing. New Aerovite (£0.39) comes in a lightweight plastic bottle with screw top, and contains 8.75 kcal per bottle. Turbo, a high-energy drink containing mineral salts, glucose and fructose and providing 192.5kcal per bottle, has also joined the Surf City range. *E.G. Marketing, Park Road, Overseal, Burton-on-Trent.*

## Win a weekend

Reckitt & Colman are launching a competition for pharmacists and pharmacy assistants in the Granada region, with a weekend in Paris, Amsterdam, or London as the prize. *Reckitt & Colman Pharmaceutical Division, Dansom Lane, Kingston upon Hull, HU8 7DS.*

**The correct price** for Old Spice oval deodorants is £1.69 and not as stated in **Counterpoints** on February 21. *Shulton (Great Britain) Ltd, Shulton House, Alexandra Court, Wokingham, Berks.*



## Out to Africa with Kodak

Consumers will have the chance to win an African safari holiday in a competition Kodak are running through develop and printing services monitored by the Kodak Colour Check service.

Entry forms in D&P wallets ask consumers to spot the difference in colour between two photographs and to complete a tie-breaker sentence. There are 20 runner up prizes of AF2 camer outfits. The promotion is to be advertised via Adshell posters nationwide from July to September, says the company.

Retailers will also have an opportunity to win an African holiday if they display the competitions POS material which is due to arrive at the end of June, say Kodak. To enter retailers have to send in a photograph of their display.

And those using the Colour Check scheme will have a chance to win up to £5,000 via a "cheque book" in new POS packs available in May, say Kodak Ltd, Kodak House, Station Road, Hemel Hempstead, Herts.

## Fuji development

The Fujimex processing laboratory is offering a deal on any Fujichrome print from slide orders placed this spring — one free 5x7" print normally costing £2, for each £5 print from slide order placed.

The offer is to help celebrate the completion of the first stage in a processing lab investment programme. Fujimex Ltd, division of Hanimex (UK) Ltd, Hanimex House, Swindon, Wilts.

## A prize plus

Agfa have launched a wedding promotion. Couples taking part will receive money-off vouchers for Virgin holidays, Ricoh, Hertz and Moss Bros. Their names and addresses will then be passed to wedding photographers. And couples who use a photographer taking part in the promotion will get a chance to win one of three Metro cars. Agfa are also running "spot the photographer" competition with a first prize of £10,000 and a £2,000 bonus if Agfa film is used.

And consumers will receive Big Bonus money-off vouchers every time they buy their D&P from a retailer whose photofinisher uses Agfa colour paper.

Still on the processing front, Agfa have

introduced AP70 rapid, an 8½ minute C41 process, and AP92 rapid, a 3 minute 50 second EP2 process.

National Press advertising backs up the competition, says the company. Agfa Gevaert Ltd, 27 Great West Road, Brentford, Middlesex TW8 9AX.

## Two for one

National Press advertisements for Fuji's "two for the price of one offer" on 110-24 super HR 100 film, break at Easter in the Sun, Daily Mirror, Daily Express, Daily Star, Daily Mail, and Today, say David Anthony Pharmaceuticals, Spindus Road, Speke Hall Industrial Estate, Liverpool.

## Run Away story

Dylon's new product Run Away — a colour run remover designed for use on any fabric — is being supported by £200,000 radio and Press advertising this Summer.

The product (£0.95, 2.25g sachets) will be advertised on London's Capital radio during July and August, and from June until early September advertisements will feature in women's magazines say Dylon International Ltd, Worsley Bridge Road, Lower Sydenham, London SE11 5RJ.

## ON TV NEXT WEEK



GTV Grampian	U Ulster	STV Scotland
B Border	G Granada	(central)
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	Bt TV-am	TT Tyne Tees

Askit powders:	GTV, STV
Drakkar Noir:	LWT, STV, C4 (LWT, STV)
Dulcolax:	STV, HTV, TSW, C4
Fiesta kitchen towels:	All areas, C4, Bt
Flix:	All areas
Kavli crispbreads:	TT, Bt
Lady Grecian 2000:	STV, Y, TVS
Lipcote:	TTV, TVS, TSW
Listerine:	All areas
Nurofen:	All areas
Old Spiced ovals:	All areas except U and TSW
Pearl soap:	All areas
Peaudouce Babyslips:	Bt
Pretty Polly stockings:	All areas, C4
Redoxon:	LWT, TTV, C4
Robinson's babyfoods:	Bt
Settlers Tums:	All areas
Seven Seas:	All areas
Unichem's own brand:	All areas & Bt except U
Vidal Sassoon:	All areas except B and G
Windcheaters capsules:	G, C

The Charles of the Ritz Group Ltd were bought by Yves St Laurent International sa last December, and not as stated in C&D last week.

## Super Sancell

Sancell are introducing a super variant of their budget-priced press-on towel, for independent chemists Pennywise.

Pennywise super will be available in packs of ten with an introductory offer flashed on-pack of £0.49. Marketed and distributed by Scott Ltd, Scott House, East Grinstead, West Sussex.

## A 'wise' move

Wisdom have relaunched their denture tablets which now come in blue and green livery of the Wisdom specialist range.

The product has been reformulated to include the active ingredient caroat which, say Wisdom, increases cleaning effectiveness. Soaking time for ordinary stains is reduced to eight minutes. Addis Ltd, Brushworks, Hertford.

## Woolly backed

Three Carnation foot care products have been recognised by the International Wool Secretariat. Packets of corn and bunion relief rings and chiropody felt, all made of 100 per cent wool, will now carry the international Woolmark symbol. Cuxson Gerrard & Co (Dressings) Ltd, 26 Fountain Lane, Oldbury, Warley, West Midlands.

## Exceedingly . . .

Parfums Weil are introducing a range of grooming products to complement the Kipling fragrance.

The new line comprises: deodorant natural spray (150ml, £7.95); deodorant stick (75g, £6.95); shower gel (200ml, £8.95); shampoo (200ml, £8.95); travel soap (100g, £4.95); shaving foam (150ml, £5.95); body powder (150g, £7.95), and after shave balm (200ml, £14.95). Classic Sales Ltd, 150 High Street, Stratford, London E15.

## Pin up

Newey Goodman are introducing a Jumbo size Snaplock nappy pin, and backing the launch with a £12,000 advertising campaign in the mother and baby Press.

Available in white, pink and blue (£0.89, 5), they are available with new POS material and will be advertised in Mother & Baby and Parents in May and June, say Newey Goodman, Sedgley Road West, Tipton, West Midlands.



CROOKES  
**Anodesyn**

The Triple Action  
Haemorrhoid Treatment

**Anodesyn**

Triple Action  
Suppositories for  
Haemorrhoids

● Relieves Pain ● Reduces Swelling ● Promotes Healing

**Anodesyn**

Triple Action  
Ointment for  
Haemorrhoids

● Relieves Pain  
● Reduces Swelling  
● Promotes Healing

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**Anodesyn**

Triple Action  
Suppositories for  
Haemorrhoids

● Relieves Pain ● Reduces Swelling ● Promotes Healing

**PILES?**  
**Don't just treat**  
**the pain.**

**Anodesyn reduces swelling**  
**and promotes healing too.**

Anodesyn does much more than relieve the pain of haemorrhoids. Its triple action formula also reduces swelling and helps heal damaged tissue. Crookes Anodesyn is a genuinely effective product and is only available from your chemist's pharmacy counter.



**MAKE SURE  
IT'S DISPLAYED  
ON YOURS**

Anodesyn is the only heavily promoted ☐ brand in its market. Last year sales grew by over a third. Now we're backing success with a heavyweight £200,000 campaign.

We'll be in all the major daily and Sunday papers from early April until October — over 100 ads in all.

We'll be making it clear that triple action Anodesyn is available only from the pharmacy counter. And there's a compact new unit to make the brand easy to display.

Use the new display unit and you might win a prize in our Spring competition. It certainly will win you a lot more Anodesyn sales.

CROOKES





## HOW TO MAKE A MAN WITH MOUTH ULCERS SMILE.

**THE RECOMMENDED COURSE OF TREATMENT IS 2 x 10ml DAILY FOR ONE MONTH.**

**Prescribing Notes for 'Corsodyl' Mouthwash:** Use: Inhibition of plaque; treatment and prevention of gingivitis; maintenance of oral hygiene; promotion of gingival healing following surgery; management of aphthous ulcers and oral candidiasis. **Presentation:** A clear pink solution containing 0.2% w/v chlorhexidine gluconate. **Dosage and administration:** 10ml undiluted twice daily. Rinse mouth for one minute and spit out. **Contraindications:** Previous hypersensitivity reaction to chlorhexidine, extremely rare. **Precautions:** For oral use only, keep out of eyes. **Side effects:** Occasional irritative skin reactions. Generalised allergic reactions to chlorhexidine are extremely rare. Superficial

discolouration of the teeth may occur. Transient taste disturbances and oral desquamation. Very occasional parotid swelling. **Product licence number:** 29/0124. **Basic NHS cost:** £1.04 per 300ml bottle. 'Corsodyl' is a trademark. **References:** 1. Grenby TH & Saldanha MG. *Br. Dent. J.* 1984; 157: 239. 2. Addy et al. *Br. Dent. J.* 1974; 136: 452.



Further information available from ICI Pharmaceuticals (UK), Alderley House, Alderley Park, Macclesfield, Cheshire SK10 4TF.

**B**ELIEVE it or not, as many as one in five people suffer from recurrent mouth ulcers.

And they're no laughing matter.

They can make eating a potato crisp feel like chewing broken glass. A toothbrush seem like an instrument of torture.

Fortunately, you're in the happy position of being able to do something about it, by suggesting 'Corsodyl' Mouthwash.

In a study at Guys Hospital 'Corsodyl' was found to have a greater antimicrobial effect than eight other mouth washes.<sup>1</sup>

'Corsodyl' inhibits bacterial plaque and prevents secondary infection. It can also soothe the pain of aphthous ulcers and help get rid of them more quickly.<sup>2</sup>

You can also recommend 'Corsodyl' mouthwash (as do many doctors and the majority of dentists) for routine oral hygiene, and for treating gingivitis, and stomatitis.

Used twice daily, it can turn a wince into a smile.

'Corsodyl' mouthwash is a competitively priced 'P' classification product.

### **CORSODYL MOUTHWASH**

chlorhexidine gluconate 0.2%

NOW AVAILABLE IN

## **300ml**

**SHATTER PROOF PACKS**





## Ovulation test from Unipath

Clearplan, an ovulation kit being launched by Unipath, is the only OTC kit to contain ten tests in a single pack.

This means it is suitable for women with irregular periods who are more likely to need an ovulation predictor than those with regular periods, says the manufacturer. Tests not used one month may be carried over to the next. The daily test can be carried out either in the morning or evening, providing it is done at the same time each day and three or four hours after last voiding urine.

The three-stage test takes 30 minutes to complete. The tamper-evident kit (£26.95) contains urine samplers similar to those used for Clearblue. The tips change colour from white to blue as the LH surge is detected and ovulation should occur within 36-24 hours of the first colour increase. There are no droppers or test tubes and the reagents are ready to use.

## Feet first

Crookes are backing Mycota treatment products for athlete's foot with a £100,000 advertising campaign this Summer and with a new POS dispenser.

Advertisements will appear in the *Daily Express*, *Daily Mirror*, *Star* and *Sun* and in some Sunday papers from now until early September. And a free counter unit holding cream, spray and powder is now available. The company also plans to continue the Mycota "fitter feet" campaign which involves distribution of foot care leaflets and materials to health professionals. *Crookes Products Ltd*, 1 Thane Road West, Nottingham NG22 3AA.

## Roll on!

Scott Ltd have repackaged Andrex toilet tissue.

To support the relaunch, Andrex's current television advertising campaign is being modified to feature the new packs,

An information leaflet explains which day the woman needs to start testing, in relation to the length of her monthly cycle. Women whose cycles vary widely are recommended to phone the Clearbloué advisory service on 0234-328655, a service which is also available to pharmacists and their assistants. A separate recording card with colour comparisons enables a permanent record to be made of the changes.

Pharmacies will be mailed a demonstration tray, and display material and consumer information leaflets on "Becoming pregnant", are available.

Unipath are providing training programmes for pharmacists and their assistants to ensure better understanding of sub-fertility, and to illustrate the opportunities in this new market sector.

Consumer research showed that, as well as women with problem conceiving, there were other potential users such as those who wanted to check if they were ovulating again, for example, after pregnancy or on stopping the contraceptive "pill".

Information on the product is being sent to obstetricians, gynaecologists and GPs, and the consumer leaflets will be available through surgeries. Advertising in the women's Press starts in May.

Tests over the past year have shown the product to be over 98 per cent accurate. The kit will be sold through pharmacies only, although in fertility clinics may issue them to women in their care. *Unipath Ltd*, *Norse Road, Bedford MK41 0QG*.

and advertisements will be appearing in selected national dailies and women's Press, promoting 10p-off coupons. *Scott Ltd*, *Scott House, East Grinstead, West Sussex RH19 1UR*.

## Tips for mums from Tommee

Jackel are supporting the Tommee Tippee babycare range with advertising in the mother and baby Press.

Advertisements will appear in issues of *Mother*, *Mother & Baby*, *Parents* and key baby annuals until the end of the year, a promotion designed to reach 80 per cent of all mothers-to-be.

The campaign will feature babies in realistic situations, crying or taken covered at mealtimes, with information offering solutions. This is an approach mothers can relate to, say *Jackel International Ltd*, *Dudley Lane, Cramlington, Northumberland NE23 7RH*.

## Conveen — bags of independence

Coloplast are introducing the Conveen contoured urine bag which they claim is the first bag designed specifically to promote user independence.

It is compatible with all sheaths, and is available on the Drug Tariff, at £21.70 for a pack of ten bags and one pair of Velcro attachment bands.

The bag has a capacity of 600ml and urine collects evenly in ten channels so the bag will follow the shape of the thigh, or calf as it fills, say Coloplast. Users can choose the best position for the bag by removing the special connector and cutting the anti-kink inlet tube to any length. The outlet tap is designed for ease of even when hand movements are restricted, says the company.

The directable outlet tube can be connected to a second bag at night if required. *Coloplast Ltd*, *Bridge House, Orchard Lane, Huntingdon, Cambs*.

## Under control

Fine Fragrances and Cosmetics Ltd are introducing high colour control cream (60ml £4.25).

The product is designed for red patches on the face and neck, caused by broken veins. The company has produced a leaflet which examines the problem and offers advice.

The cream will feature in a women's Press advertising campaign, plus a programme of PR activity. *Fine Fragrances and Cosmetics Ltd*, 119 Station Road, Hampton, Middx.







## Fresh approach from Nicholas

Nicholas Laboratories are to relaunch Radox Showerfresh, with the aim of providing wider consumer choice.

The Radox Showerfresh range now provides two alternative products. Showerfresh body shampoo (215ml, £0.89) is claimed to be pH balanced, and is designed to leave the skin soft and smooth. Showerfresh extra hair and body shampoo (215ml, £0.99) is also said to be pH balanced, with a mild formulation containing a conditioner for the hair.

The range is also being extended to six fragrances. The four existing variants have been updated, and are joined by two new

fragrances. The body shampoo will come in seacrest, with a deep sea blue pack, fjord, a deep aquamarine, and burgundy, a soft maroon. The hair and body shampoo is available in alpine, in a leaf green pack, woodland, a soft honey colour, and sunsplash, a lemon yellow.

The new pack designs are more streamlined but retain the original hook-top. They now incorporate a new cap with flip top opening, waterproof label depicting water droplets and a raised Radox logo on the reverse of the bottle.

Support for the relaunch includes a new national television advertising campaign worth £0.5m and scheduled to coincide with the peak Summer selling season. At point of sale support will take the form of showcards and shelf talkers and an on-pack consumer promotion is also planned.

Since 1975, when Showerfresh was launched, Nicholas say showering has increased dramatically in popularity — helped by the shift towards a healthier, more active lifestyle — and showers are now installed in almost 40% of UK homes. They claim annual sales of shower gels have escalated from £1m five years ago to £14m today and are projected to reach £25m by 1989. *Nicholas Laboratories Ltd, 225 Bath Road, Slough, Berks SL1 4AU.*

stockings in all shades will be available with a bow motif (£2.99 tights, £2.50 stockings), seamed (£1.25 tights, £0.99 stockings) and in pinpoints (£1.25 tights only). Distributed by: *Courtaulds Hosiery Ltd, North Street, Langley Mill, Notts.*

Vichy are introducing a roll-on deodorant (40ml, £2.95) to their range of body care products. It is alcohol-free for use on sensitive or newly-shaved skin. *Vichy (UK) Ltd, Ashville Trading Estate, Nuffield Way, Abingdon, Oxon OX14 1TJ.*

## Summer specials from Klorane

Summer promotions from Klorane include a banded pack of make-up remover with a free Eylure mascara (rrp £1.65).

The company is also promoting its haircare range, with a 150ml tube of oatmilk shampoo at £1.39, a saving over the normal retail price of £1.69 for a 100ml bottle. Also available are 30ml trial size bottles of shampoo (£0.49). These are merchandised in a display with back card, containing 32 trial size bottles: 15 camomile, 7 henna, 5 oatmilk, 5 nasturtium. *Eylure, Grange Industrial Estate, Cwmbran, Gwent NP44 3XR.*

## For a perm hold

Revlon Toiletries are adding a new product for permed hair to their Flex hairspray range, and featuring it in a £650,000 television campaign and couponing offer.

Flex Perm Hold hairspray (£1.99 200ml) is designed to style damp hair and to enrich and hold permed hair while preventing split ends. It will be the key element in a national television campaign running from July 1 for six weeks, and will be couponed and sampled in women's magazines over the next three months, say *Revlon International Corporation, 86 Brook Street, London W1Y 2BA.*

## Jackel in a bag

Jackel International are adding to their toiletry bag and hot water bottle range and launching a new range of beach bags.

There are four new lines in toiletry bags: Pastel Polka includes three zipped holdalls (£2.50, £2.99 and £3.99); Joy offers purse and holdall sizes in black PVC (£2.50-£4.99); Coral Collection includes cotton striped bags with PVC lining, and the Lilac Collection comes in polyester pin-striped taffeta. The latter two collections are available in four sizes (£2.99-£4.99).

Bedtime pals covered hot water bottles now include teddy bears and snowmen (£6.99) and pandas and rabbits (£7.99).

And for the beach, Jackel are introducing striped PVC bags with rope handles in two styles (£2.50 and £3.50) and patterned water bags and a purse, made of clear PVC and filled with coloured water (£3.50 and £1.99). *Jackel International Ltd, Dudley Lane, Cramlington, Northumberland NE23 7RH.*

## Spring tonic

Vaseline hair tonic and scalp conditioner will feature an on-pack consumer promotion this Spring.

Coupons attached to all 100ml promotional bottles offer consumers 25p off Wilkinson Sword Double Edge blades, redeemable against packs of 5s or 10s. *Chesebrough-Ponds Ltd, PO Box 242, Consort House, Victoria Street, Berks.*

## Jewel purpose

Maybelline's Jewel Collection launches two new products — Colour Jewel mascara (£1.90) and powder shadow (£1.75).

Colours include carnation pink, wedgewood blue, jade green and terracotta bronze. *Rimmel International Ltd, 17 Cavendish Square, London W1M.*

## Autumn colours

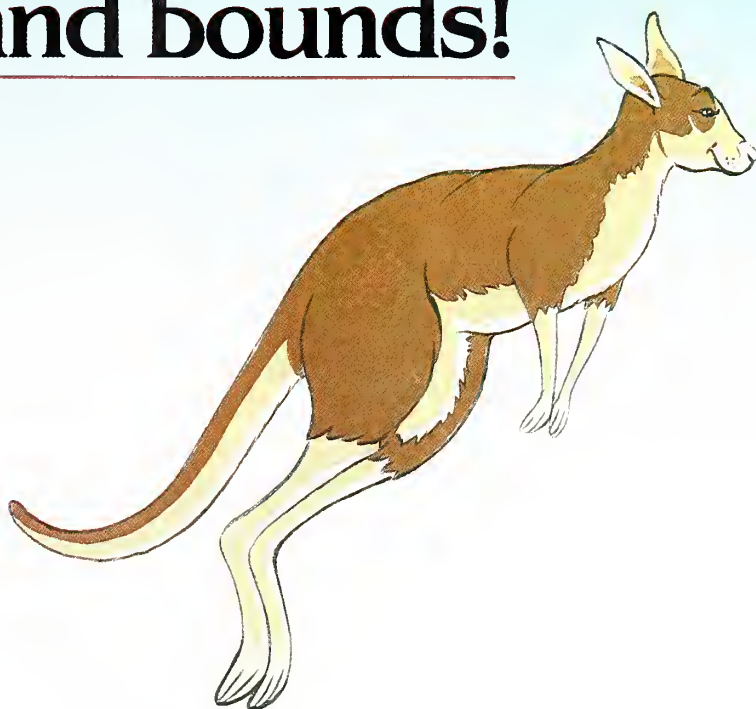
Kayser are launching new styles and colours of hosiery for Autumn.

Blues, dark reds, berry, marshmallow and pampas colours will be added to plain and ribbed hosiery, and tights and





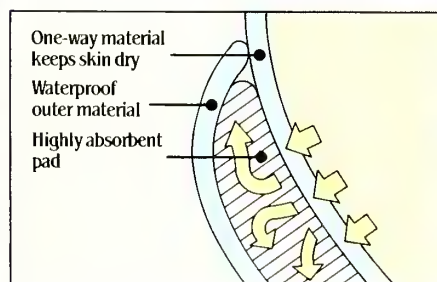
# Life for incontinent people can be improved by leaps and bounds!



The Kanga range of pants and pads has been designed for the active person who wants to lead a normal everyday life.

## **Kanga pants – Designed for comfort**

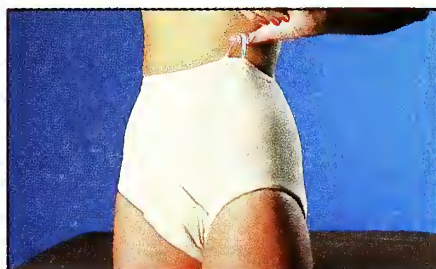
Kanga pants for women and men feature an externally fitted waterproof marsupial pouch into which the Kanga pad can easily be inserted and removed.



*Unique pouch keeps patients dry*

The advantage of the pouch is that it keeps the wearer separate from the pad. This helps to keep the skin dry even when the pad is wet. The result is improved COMFORT as well as a reduced risk of soreness and skin rashes.

Kanga pants are designed to fit people of all shapes and sizes. Not only is there a wide range of different sizes, but elasticated ties at both the waist and the leg give a snug and comfortable fit.



*Kangalady*

## **Kanga pads – Highly absorbent**

Kanga pads are specially made to give the wearer the maximum degree of comfort and security.

That's because they are filled with a highly absorbent fluff pulp. In fact, up to 300 ml of urine can be absorbed by one pad. But since not everyone needs that level of absorbency, Kanga pads are available in different weights to suit people whether they have light, moderate or heavy incontinence.



*Kangamale*

Kanga pants and pads. Designed to help incontinent people lead a normal life.

  
**Kanga**

Gives comfort, dryness and confidence right through the day.

**Nicholas**

Nicholas Laboratories Limited  
225 Bath Road, Slough SL1 4AU  
Tel: Slough 23971

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# Trust our little experts to give you bigger profits.

Milupa are the brandleader by value in independent pharmacies\*— and in the total dried babyfoods market. It takes that little bit extra to hold the leading position.

We hold our lead with a unique range of babyfoods, which provides the assurance of essential nutrition — in every variety.

It means providing a comprehensive range of services, too, supported by:

- \* over £3 million advertising and promotional spend
- \* over 10 million sample sachets, so babies can taste Milupa quality
- \* over 5 million 10p off coupons

It also means providing a personal service to pharmacies, through our Milupa sales personnel.

Last year, we launched our biggest ever advertising campaign — “Little Experts” — which helped us maintain our annual growth rate of 25%.

This year, little experts will mean even bigger sales and profits. So stock up in a big way — right away..

## **milupa**<sup>®</sup>

Milupa babyfoods. The one taste little experts agree on.

To find out how our little experts can make you even bigger profits, please contact Graham Ford, Milupa Limited, Milupa House, Uxbridge Road, Hillingdon, Uxbridge, Middlesex UB10 ONE. Tel. 01-573 9966.

\* Independent research data





# How Taylor blossomed into fine odours

"All the perfumes of Arabia could not sweeten this little hand" said Shakespeare's Lady Macbeth. She should have visited Taylor of London's factory in Hampshire, where even she couldn't fail to come up smelling of roses. It's a honeybee's dream — sacks of fragrant flower petals and huge drums of perfume oil everywhere — and the scent hits you as soon as you walk through the door. More importantly, the same perfume is wafting out from bowls, pomanders and wardrobe sachets all over the world — not bad for a company that started as a hobby one hundred years ago.

Naturally, the story begins with a pharmacist. J.N. Taylor Perfumery, as the company was originally known, was set up in 1887 by a pharmacist called John Noakes Taylor, who ran his business from a shop in Mortimer Street, close to London's Regent Street. He enjoyed experimenting with perfumes, and when his customers began to show more and more interest in the results, decided to make it his main business. The fragrances were created in a small laboratory behind the shop, and many were "made to measure" for particular clients.

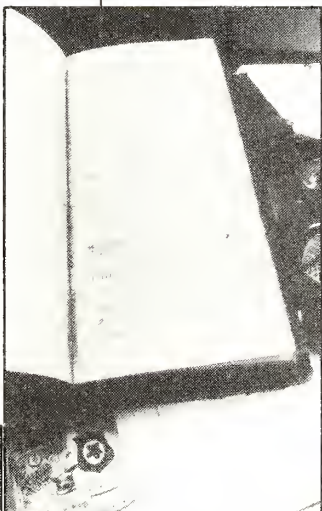
Just after the First World War, the business was passed on to Taylor's son Stanley, who also inherited his father's nose for perfumes, to the extent that Elsa Schiaparelli requested him to design a fragrance for her, and in fact bought three of his formulae for £1,000.

Around 30 scents were available, all based on flowers, and they were made up

into all kinds of preparations as well as perfume. Today's complete body ranges would be put to shame by the Taylor violet collection, which included everything from toothpaste to toilet powder.

The company is now owned by Michael Stewart-Smith, who bought the business in 1963 and re-named it Taylor of London. Stanley Taylor wanted to retire, and the Taylor nose was not, it seems, passed down to any of his children. Mr Stewart-Smith had begun his career as a management trainee with Rank Hovis McDougall. Disenchanted with working for a large company, he joined a finance house, only to find that money of itself didn't hold much interest for him. "I wanted to be my own boss, and have an interesting business life," he says. "I studied history at Cambridge, and I love everything traditionally English. And there it all was."

Stanley Taylor taught him how to make the perfumes and preparations (his original



Taylor products are still made from recipes in the original formula book (above), which got the seal of approval from couturier Schiaparelli when she bought three of the perfume formula (left)



**Wellcome Break  
Final Draw**

**WINNERS**

**1st Prize**

European Weekend for 2  
Mr Bird (G W Yates Ltd) Stockport

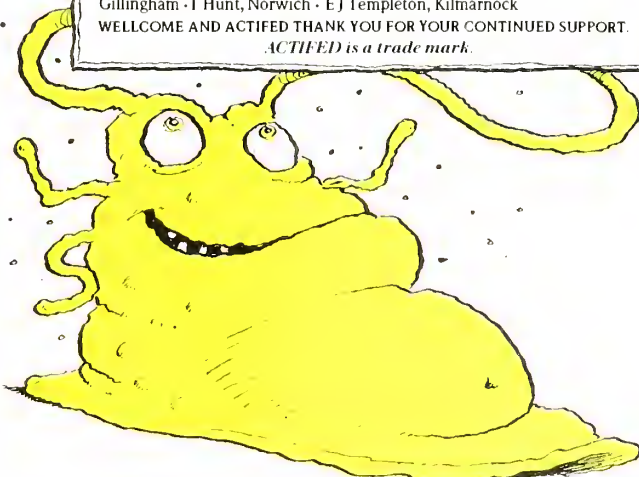
**RUNNERS UP**

Coffee Maker & 6 Wellcome Break Mugs

**RUNNERS UP INCLUDE**

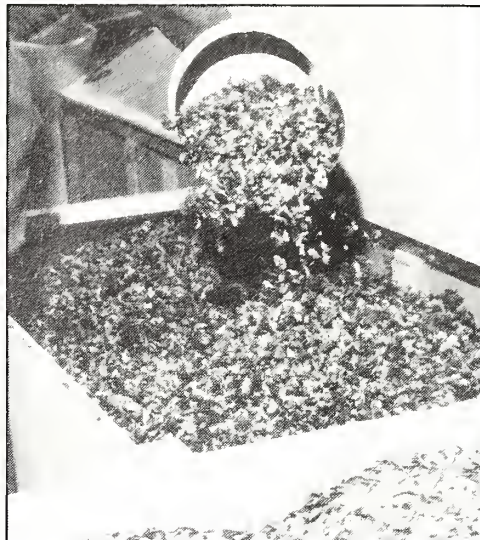
Hill Smith, Warrington · Mr P K Ho, Huyton, Liverpool · John Rock, Chesterfield · Ralph Cuthbert Ltd, Huddersfield · Joy Atkins, Scorch Chemists, Cheadle · A R Riley, Sunderland · Bengeworth Pharmacy, Evesham · MC & G K Partridge, Kettering · A Brickley Ltd, Wolverhampton Bugden & Parr, Bournemouth · A K Rishi, New Milton · Miss G Spensly, Gillingham · T Hunt, Norwich · EJ Templeton, Kilmarnock

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# COMPANY PROFILE



Len Pearce's one-man production line

formulas are still used today), and then Mr Stewart-Smith was ready to put into action his plan to "make products that the best stores in the world would want to sell". His entree, he decided, would be the products that seemed to be unique to Taylor, and best displayed their traditional Englishness: pot pourri and pomanders.

First stop was Fortnum and Mason, who said: "Dried flowers? That'll be floristry." They weren't the only bastion of English tradition who didn't recognise a traditional English product when they saw one. When Mr Stewart-Smith wanted to commission some china pomander cases, it seemed natural to go to Wedgewood. Wedgewood said: "What's a pomander?" "Ask the Wedgewood museum," suggested Mr Stewart-Smith. "What's a pomander?" said the Wedgewood museum.

Two quick history lessons later, Fortnum's became the company's first outside customer and Mr Stewart-Smith had his pomanders. It proved good preparation for his first attempt to sell to America, where

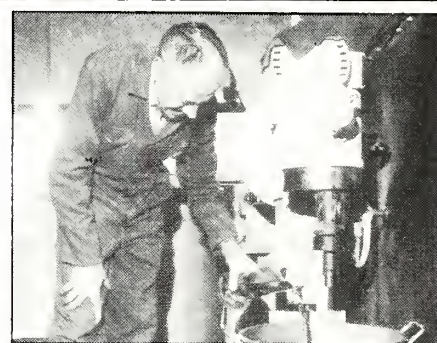
he once again had to wrest his pot pourri from the florist department, and now shield the pomanders from the china section as well. The trip went well, and he attributes part of his success to the bowler hat he donned on each of his unconventional export drives: "I wore it all the time. Sometimes it was terribly hot and I was dripping with sweat, but I kept it on. And they always recognised me. They may have said 'Here comes that crazy Englishman' but they remembered me."

In November 1963 the company moved from Mortimer Street to Sloane Street, and took on two more staff. Between them they made the perfumes, served personal customers and made deliveries, often by bus or bike. The retail operation eventually closed in 1985, partly because of the increasingly high rent and rates in the area, but in any case most of the business was by then coming from other outlets, and larger production facilities had become necessary.

In 1975, they moved into the factory in Alresford, Hampshire — chosen because of its position exactly halfway between Mr Stewart-Smith's Sloane Street flat and his beloved boat on the South coast.

The factory has a permanent staff of around 30, with additional people taken on at busy times, and help from "an army of outworkers". Star of the show is Len Pearce, who makes all the pot pourri — around four tons a year to be sold under the Taylor name plus additional production for own label. His one-man production department has been in action now for 11 years and nobody seems quite sure what they'll do when he retires. They tried training a teenager to the job, but he left suddenly to join the Foreign Legion, only to find, after hitchhiking to Paris, that their offices were shut.

Rotating sieves sort the flowers into buds, large petals, smaller and broken petals, and crushed fragments. Only the first two are used for pot pourri. Pomanders are filled with the broken petals and the smaller fragments go into wardrobe sachets. The factory houses an extensive collection of objects that have been found in the flowers at



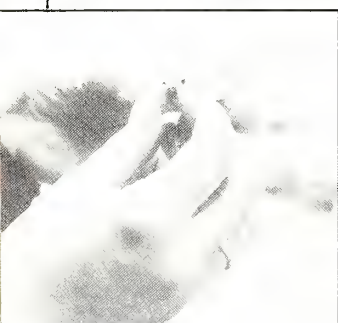
this stage, from enormous jewel coloured beetles, to old sacking needles and a couple of mouse skulls.

The main ingredient — rose petals in all but the lemon verberna mixture — is then mixed with perfume oil in an old dough mixer, and left to infuse. It's then mixed with other flowers according to one of the five formulae: Not surprisingly, Mr Pearce has quite definite views on the smells he's surrounded with everyday. Violet is his favourite, but he turns his nose up at lavender — one of Taylor's best sellers.

Upstairs, a team of ladies put the finishing touches to the goods that are produced outside the factory. Every product bearing the Taylor name passes through a final stage here, to ensure that they have the final quality control. A row of boxes are intriguingly labelled "felt paws", "lace aprons", "spectacles" and watering cans" turn out to be not lost property but components for the Teazle people — a range of characters filled with pot pourri. "When we introduced them we thought they'd be a one-season, hula hoop kind of craze. Now it seems people are collecting them," says general manager Tony Shell.

It isn't the first time they've been happy to be wrong. Those famous pomanders were originally intended as a way of awakening buyers' interest in the perfumes — now they've got homes all over the worlds smelling of roses.

But being surrounded by the sweet smell of success isn't always a bed of roses: "Sometimes," sighs Tony Shell, "It's really nice to go into a room where someone's been smoking or has a dirty old dog . . ."



Teazle people emerging from the undergrowth



# How Searle brands and policies sweeten the pharmacy profit pill

In 1983 a new sweetener, Canderel, burst onto the market place, which revolutionised the sweetener scene. It used an entirely new sweetening ingredient, Nutrasweet, the first to be introduced in this country in 30 years. For G.D. Searle, the company behind the product, its success, together with its other two leading brands — Lotussin and Dramamine — ensured the growth of a company already well respected for its pharmaceutical innovations. This feature looks at the growth of G.D. Searle's Consumer Products Division and the way it has developed a chemist-led retail market for sweeteners.



Stan Nelson, business manager

## Tried, tested and safe — for all the family

**L**otussin and Dramamine have long been established products which typically represented the G.D. Searle philosophy of marketing a good product; tried and tested, safe for all the family.

When Lotussin could no longer be prescribed by the NHS in April 1985 its retail sales boomed, since it could be bought over the counter at less than prescription price and could be administered to children of one year and over as it contains no codeine — a typical example of Searle's positive marketing approach.

Similarly Dramamine can also be given to children from one year. In keeping with current trends, its formula has been altered slightly by the removal of tartrazine. Dramamine's other advantages are a 30-minute on-set time, so travellers can take it before they set off. Many treatments can take up to two hours to work. The effect of Dramamine lasts four hours, equating to the average journey time. Therefore travellers arrive refreshed but able to enjoy themselves immediately, with no delay while travel remedies wear off.

## Canderel — not a spoonful of sugar

**S**earle Consumer Products built on its reputation and brought its ability to create opportunities in the market place by launching Canderel in a tablet form offering the consumer a "taste as good as sugar". The brand was positioned as a product for the health conscious — not merely for slimmers.

Following the initial launch success of Canderel, Canderel Spoonful — the granular variant — was introduced into a market ripe for a product which led the health boom. In 1985, Canderel Spoonful extended the range and promoted growth in the sweetener market.

Chemists have long established themselves as the premier outlet for sweeteners and they have been helped by a heavyweight advertising and promotional campaign. The campaign enabled Canderel to capture one-quarter of the entire market as well as to increase the actual size of the market by 30 per cent (from £14m in 1983 to £21m in 1984). Apart from new users of sweeteners, some of the growth was at the expense of existing saccharin-based products — which had a reputation for being bitter in taste.

Both Hermesetas and Sweetex reacted to this in Spring 1984 by introducing products containing Acesulfame K — but these new



The G.D. Searle range of OTC products: Metamucil, Lotussin, Dramamine, Canderel tablets and Spoonful, and new Flix

products have only managed to achieve a 4 per cent sterling share.

The Canderel range has now grown to Canderel tablets in two dispenser sizes, 100 and 300, Canderel Spoonful 40g and 75g, and the exciting new Flix.



# How Canderel took the grain and lump out of sugar

The first Nutrasweet granular low-calorie sweetener was introduced in the Spring of 1985. The launch consolidated Canderel's position as a product for the health conscious. Canderel Spoonful was first test marketed in the TVS television area. The screw top jar style, with full colour label, soon became a purchase item for the regular chemist visit with all the family using it on cereals as well as in beverages, and not just women trying to lose weight.

The product's suitability as a recipe ingredient also moved Canderel further towards a family's use as part of their healthy eating style. This provided Canderel with an

almost unique occurrence, moving a grocery line (granulated sugar) into chemists by substituting Canderel Spoonful for sugar.

The 40g and 75g sizes gave the customer a choice: the 40g size for trial, and the 75g for a more economic purchase.

Canderel Spoonful gained considerable success at test market, gaining an equivalent of 9 per cent of the national market in a few months. National launch followed towards the end of the year, with heavy advertising and promotional support, and the market was boosted by over 25 per cent by Canderel Spoonful.

Senior product manager Laurie Callow



## Searle plant and people – all sweetness and light for pharmacists

**F**ormed in the United States in 1888, G.D. Searle came to the UK in 1953. It now has two major sites, the one in High Wycombe which houses its pharmaceutical and consumer products sales and marketing divisions. The other, in Morpeth, is Searle's largest manufacturing plant.

The success behind Searle's OTC products has a lot to do with the sales marketing team who are totally committed to the pharmacy trade.

To ensure this continued commitment, Stan Nelson was appointed business manager, Consumer Products, in 1985, responsible for sales and marketing. Laurie Callow as senior product manager and Chris Martin as assistant product manager,

look after the sweetener range, Dramamine and Lotussin.

The sales operation is spearheaded by David Phipp as national accounts manager, supervising all major accounts and Jane Orsler, national sales manager, heading up a team of consumer sales representatives calling exclusively on chemists.

Said Laurie Callow, "Our team has been specially constructed to allocate account handlers for each product, so that we can give our undivided attention and service to chemists. We try to offer something promotionally every month of the year to dovetail into our overall marketing support."

## ... for health care

The introduction of Canderel Spoonful had many implications for health care professionals.

Diabetics are an important market for sweeteners. Their inability to metabolise carbohydrates, particularly sugar, means that sugar-substitutes are well received. A close working relationship has been maintained with the British Diabetic Association, as well as with dietitians and nutritionists.

## .. for home cooking

With Canderel Spoonful being positioned as a sugar replacement the promotion of Canderel recipes will continue to be important. Visual demonstration shows how the product can be used and the "promise" of those recipes sells Canderel. The recipe books, leaflets and recipe features in women's magazines have shown that "promise".

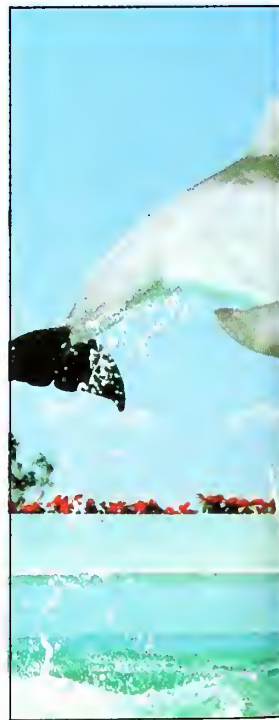
An extensive programme of promotions in main stream women's magazines employing health themes, is planned for 1987.

## ... then profit and the public

Heavyweight television campaigns have supported Canderel from the time of launch. The brand was an innovator in its style of advertising, by emphasising the healthy living and sophistication aspects of the brand and by using a creative strategy of healthiness and elegance illustrated by the popular dolphin advertising currently on television.

A conscious decision was made to distance the brand from the harsh clinical packaging of saccharin sweeteners. Canderel tablets packaging has always reflected a classic image. The stylish jar style packaging of Canderel Spoonful and the full colour label communicate immediately its granular format and recipe ingredient potential.

Dolphin dives into the deep end for Canderel







Flix range  
is all the  
rage

## The Flix opportunity – turning flavour fashion into the best of tastes

A large group of younger consumers in the 18-30 age group are now finding that spooning white sugar into drinks is seen as "unfashionable" and bad for the teeth. They want an alternative. Saccharin is unacceptable in both taste and image.

Interestingly, Canderel is recognised as by far the best tasting sweetener but more suited by its image for sophisticated, health-conscious adults and their children.

The final piece of the picture is provided by the Nutrasweet image and awareness. Nutrasweet is now seen as a contemporary benchmark of sweetness and modernity. Its branding provides excellent product quality endorsement.

It made sense to develop a new

sweetener — Flix — stylishly packaged and branded, utilising Nutrasweet and its branding, slightly less sweet and aimed at those young consumers, with a selling price to match.

## Searle's taste for success

Since 1983, the sweetener market has seen a growth of from £14m to £26m\*, with much of that growth due to the introduction of Canderel.

The future looks good for the Canderel and Flix brands. With the benefit of the Nutrasweet image and the current strength of both Canderel and the potential of Flix, together with the growth prospects for Lotussin and Dramamine, Searle Consumer Products' strong hold on its markets looks set to continue.

Said Stan Nelson: "Searle is committed to work for and with the chemist trade to exploit the new markets. Opportunities has never been stronger. Ambitious plans for the future are aimed at OTC products in chemists where our strength and good working relationships can be used to the full."

## Designer sweetener has the last word

Aimed at the fashion conscious young, Flix was launched on February 1, 1987, strengthening Searle's sweetening "empire" and providing another opportunity for chemists to grow the sweetener market as a whole.

Flix is sold in tablet form (15mg Nutrasweet per tablet) at £0.84. The slide-topped container in a blister pack, on a card backing, contains 100 tablets. Bright eye-catching packaging features are the Flix logo in a script style using primary colours on a white background and the strap line "The last word in sweetness".

A heavyweight national television advertising campaign has supported the brand since mid-March. The four- to six-week campaign comprises 30- and 10-second spots in a £1m total spend.

To appeal to the fashion conscious consumer, the commercial employs a pop video style of production showing a close-up face which constantly changes into other human and animal features. A range of POS material reflects the theme of the advertising.

A motor racing sponsorship package will also support the brand in 1987. Flix will sponsor Mark Hazell, a rising young star for



Flix races  
to success

the 1987 season, who will be driving a Formula Ford 1600.

Comments Laurie Callow, senior product manager: "Young people are typically fashion and image conscious. The Flix image and particularly the line "The last word in sweetness" demonstrates their contemporary lifestyle. The eye-catching pack also makes Flix a potential impulse purchase and the price confirms its fashionable appeal.

"With our considerable experience of the market, and the track record of brand leading Canderel, we are confident of success. The sweetener market has become even more important to chemists since the introduction of granular sweeteners, and new Flix offers the chemist trade an opportunity to extend that potential, by marketing to the young consumer."





# A Major New Opportunity

Following the enormous success and market growth created by the CANDEREL range of sweeteners, we are now pleased to announce the launch of new **Flux** to further grow the market.

**Flux** has been carefully designed and researched to appeal to a whole new younger market, with stylish packaging, presentation and image and a selling price of only 84p.

**Flux** is the **NutraSweet**® sweetener appealing to this audience.

- Proven opportunity will create new business.
- National TV campaign, £1,000,000 throughout March and April.
- Women's magazine coverage, sampling and Formula Ford sponsorship.
- Extensive wholesale promotions.
- Stylish display materials available from our representatives.

*Stock & Display before  
TV advertising!*



Searle Consumer Products,  
Division of G.D. Searle & Co. Ltd, High Wycombe, England.



# Are B<sub>6</sub> supplements justified?

Vitamin B<sub>6</sub> has many proposed uses but it would seem that not all of them are based on convincing scientific findings. However, there are instances when supplementation can be justified.

Pyridoxine is one of the B group vitamins. Although the name pyridoxine is used synonymously with the term vitamin B<sub>6</sub>, the latter also applies more generally to related compounds including the corresponding aldehydic compound pyridoxal, and the amino compound, pyridoxamine.

## Physiological function

Vitamin B<sub>6</sub> plays an essential coenzymic role in the transamination process in the synthesis of aminoacids. In addition, the vitamin acts as a coenzyme in deamination, desulphydration, and decarboxylation reactions.

The aminotransferases are not only important in aminoacid synthesis but also in catalysing linking reactions between the aminoacid, carbohydrate and fatty acid metabolic pathways, and the citric acid cycle.

As a coenzyme in decarboxylation reactions, vitamin B<sub>6</sub> converts aminoacids into biogenic amines including the important neurotransmitters 5-hydroxytryptamine, gamma amino butyric acid and dopamine.

## Deficiency syndromes

Except in infants, vitamin B<sub>6</sub> deficiency is not demonstrable by dietary restriction probably because of the ability of colonic bacteria to synthesize the vitamin. Cases of vitamin B<sub>6</sub> deficiency have been reported in infants given poor quality feeds and in adults receiving drugs or chemicals which act as pyridoxine antagonists or which increase the requirements for the vitamin. Among these drugs are penicillamine, isoniazid, deoxypyridoxine, L-dopa, cycloserine, hydralazine, oral contraceptives and alcohol.

In most of those cases of drug interactions with vitamin B<sub>6</sub>, the mechanisms are unclear. With oral contraceptive agents, induction of pyridoxine dependent enzymes has been put forward as a possible mechanism. The oestrogen component of the contraceptive pills leads to alteration in tryptophan metabolism which is reversed by pyridoxine supplementation.

Symptoms of pyridoxine deficiency can include convulsions and gastrointestinal disturbances including nausea and vomiting.

Pregnancy may represent an additional load on vitamin B<sub>6</sub> status and one study on pregnant women receiving isoniazid for tuberculosis showed that a daily supplement

of 50-60mg of pyridoxine was sufficient to maintain normal vitamin B<sub>6</sub> serum levels. Patients in the same group who did not comply with the recommended vitamin B<sub>6</sub> dosage had below normal serum levels.

Although L-dopa increases pyridoxine requirements, additional doses of the vitamin are not justifiable for preventing deficiency states since this will lead to increased peripheral decarboxylation of the antiparkinson drug to dopamine. Instead a more rational approach is the concurrent use of a peripheral decarboxylase inhibitor.

One study has shown that depressed patients had lower vitamin B<sub>6</sub> levels than control subjects, but whether depressive illness causes vitamin B<sub>6</sub> inadequacy or vice versa is not known. The role of the vitamin in depression clearly needs further investigation before recommendations can be made.

## Megavitamin therapy with pyridoxine

Many self-medicators subscribe to the view that if vitamins are essential for life then large doses or even megadoses would be even better. Fortunately with water soluble vitamins, including pyridoxine, the safety margin is very wide. Nonetheless, toxicity arising from excessive intake of vitamin B<sub>6</sub> is now recognised and a number of reports have appeared in the literature. A recent report, for example, described cases of toxicity in patients receiving 4-6g of pyridoxine for 3-40 months. Four of the patients took the vitamin for relieving premenstrual tension. Proponents of the use of the vitamin for the relief of premenstrual tension claim that the vitamin plays a synergistic role in the utilisation of magnesium ions across muscle cell membranes with a resultant antispasmodic effect and hence relief of pain. This theory is unproven and there is no convincing data to suggest that the vitamin is useful for this indication. Despite this, some authors recommend the use of pyridoxine as a first line therapy for premenstrual tension.

Paradoxically, pyridoxine toxicity is characterised by neuropathy, the same picture seen in drug-induced pyridoxine deficiency. The symptoms described include instability of gait and numbness of the feet. The paraesthesia then progressed to the hands and the perioral area. The symptoms were such that in severe cases walking was restricted. The reasons are unclear but it is known that vitamin B<sub>6</sub> is required for the synthesis of neurotransmitters. However, the peripheral sensory system seems to be more affected than the central nervous system. This selective toxicity is perplexing and a suggested possibility is that pyridoxine transport across the blood brain barrier is limited.



An explanation for why megadoses of vitamin B<sub>6</sub> induce toxicity is that in excess, the vitamin acts as a competitive inhibitor of pyridoxal phosphate when binding with appropriate apoenzymes. A toxic, as yet unidentified impurity, has also been postulated.

In the brain, 5-hydroxytryptamine and dopamine act as neurotransmitters and there is evidence that in depressed patients, 5-hydroxytryptamine and dopamine biosynthesis are disturbed. One study has shown that vitamin B<sub>6</sub> level is low in depressed patients although there does not appear to be any evidence that supplements of the vitamin are useful in managing depression.

## Other claimed indications

Vitamin B<sub>6</sub> has also been suggested as a useful prophylactic agent against arterial thrombosis but the rationale is unclear. Patients with "carpal tunnel syndrome" characterised by pain and burning or tingling numbness in the fingers and hand, sometimes extending to the wrist, are often found to be deficient in vitamin B<sub>6</sub> and supplements of the vitamin are claimed to relieve symptoms.

In such patients exposure to monosodium glutamate gives rise to the "Chinese restaurant syndrome", a term used to describe the condition characterised by throbbing of the head, light-headedness and general lassitude following ingestion of a monosodium glutamate-rich Chinese meals. Vitamin B<sub>6</sub> has therefore been hinted as a possible prophylaxis against the condition. So there may still be hope for those who like Chinese food but suffer from its ingestion.

## Natural sources of vitamin B<sub>6</sub>

Besides endogenous synthesis by colonic bacteria, vitamin B<sub>6</sub> is also found in reasonable amounts in a variety of foods

including eggs, fish, flour, potatoes, peas and spinach. The vitamin is also present, albeit often in smaller amounts, in most natural foods.

The bioavailability of the vitamin from the different natural sources shows marked variability. The vitamin B<sub>6</sub> in tuna fish for example is higher than that in whole-wheat bread which in turn is higher than that in peanut butter. Colonic vitamin B<sub>6</sub> is in fact poorly absorbed. While it is tempting to suggest some saturable transport mechanism in the absorption of vitamin B<sub>6</sub>, there is little evidence for it and passive diffusion seems to be the only mechanism.

Despite continual production of the vitamin in the colon, steady state serum levels do not rise to toxic levels as seen with megadose vitamin B<sub>6</sub> supplements.

## What advice should be given?

1. The normal diet and the body itself provide sufficient vitamin B<sub>6</sub> for most individuals and additional supplements are rarely required. However, the vitamin is generally safe at levels not exceeding 100mg daily, at least for short periods of time. Low dose supplements are therefore acceptable.
2. In a few patients, notably those receiving recognised vitamin B<sub>6</sub> antagonists and drugs which increase requirements for the vitamin, supplements are justified. This applies to symptomatic patients receiving oral contraceptives although vitamin B<sub>6</sub> must not be used to the exclusion of other clinical investigations or treatment.
3. Megadoses or gram quantities of the vitamin daily are likely to lead to toxicity and should be avoided.

## OTC products and prices

Product (supplier)	Strength	Pack size	RSP
Allsports (Allsports)	100mg	50 tablets	£1.45
Benadon (Roche)	20mg	100 tablets	£2.15
	50mg	30	£1.42
		100	£4.26
Comploment Continus (Napp Laboratories)	100mg	28	£2.49
	50mg	100	£2.04
	100mg	90	£2.85
Healthcrafts (Booker Health)	25mg	90	£1.69
	50mg	60	£2.09
Healthilife (Healthilife)		120 capsules	£1.20
	100mg	50	£1.25
		100	£2.30
Paxadon (Steinhard M.A.)	50mg	100 tablets	£2.29
Sundown (Harrison Smith London)	100mg		£3.45
Vitalia (Vitalia)	50mg	100	£1.99
Vitalife (Vitalife)	20mg	100 tablets	£1.56
	50mg	100	£2.07
	100mg	90 capsules	£2.42

This is one of a series of "cut out and keep" articles on OTC topics by Professor Alain Li Wan Po, professor of pharmaceuticals, The Queen's University of Belfast.



# SENOKOT-THE BIGGEST-SELLING AND MOST RECOMMENDED LAXATIVE BRAND IN PHARMACY.

- No 1 selling branded laxative – 21.9% market share.<sup>1</sup>
- No 1 recommended brand – 53% of all pharmacy recommendation for laxatives.<sup>2</sup>
- One of the top 20 selling brands in OTC medicine.<sup>3</sup>



## **Most-supported laxative brand in pharmacy**

Senokot is being advertised nationally in women's magazines, and a new television campaign breaks regionally throughout 1987. Total advertising spend in 1987 will be £400,000.

## **Thirty years of effective use**

Senokot has been recommended successfully for more than thirty years by doctors and pharmacists for the safe, gentle and effective relief

of constipation. 125 million doses are sold yearly through pharmacy.

## **Nature's answer for constipation – in convenient forms**

Senokot contains a laxative ingredient derived from the senna plant, which has been used for centuries for the treatment of constipation. In Senokot it is provided in easy-to-take forms, either as tablets, granules or syrup.



A Reckitt & Colman Pharmacy Product.

References: 1 & 3. IMS Home Medicine Report. 2. Martin-Hamblin Research.





**YOU'VE NEVER BEEN CLOSER TO  
HIGH QUALITY AND COMPETITIVELY PRICED  
PHARMACEUTICAL TABLETS AND CAPSULES.**

With a brand new factory, we are now one of the most advanced and efficient producers of pharmaceutical tablets and capsules in the U.K.

Our mixing and compounding capacity has been dramatically increased. Our new quality control laboratory, equipped with a wide range of sophisticated instrumentation, will enable us to meet the production demands of the future.

Already we are producing highly successful generic and branded pharmaceutical products. Not only are they of the highest quality, but they are also competitively priced.



**sussex** pharmaceutical

Charlwoods Road, East Grinstead, Sussex RH19 2HL.  
Telephone: (0342) 311311.



## New NI contributions

New National Insurance contribution arrangements operate from April 6th.

### Employers and Employees

The standard rate stays the same as for 1986-7; ie, 9 per cent for employees and 10.45 per cent for employers. But the lower earnings limits for Class 1 contributions is raised to £39 per week.

The upper earnings limit is raised to £295 per week. Those earning over that will not have contributions assessed on any amounts above this sum.

The reduced contribution rate for the lower paid stays the same — contributions by employees for earnings below £65 per week will be assessed at 5 per cent, and below £100 assessed at 7 per cent. Employers will pay the same percentage, on the same earnings, except that there is a rate of 9 per cent for earnings below £150 per week.

### Self-Employed

The flat rate Class 2 contribution is raised by 10p to £3.85 per week.

The Class 4 contribution rate is not being increased, but the limits changing to £4,950 per annum at the lower end, and £15,340 at the upper end. Depending on an individual's profits, this could mean actual payments of Class 4 contributions ranging from a reduction of £8.82 to an increase of £23.94 per annum.

The change in limits for Class 2 will mean an increase of £5.20 per annum.

## The law and the disabled

Many employers overlook their legal obligations in the employment of disabled people.

Under the Disabled Persons (Employment) Acts, anyone with 20 or more employees is expected to take on a quota of registered disabled people. Apart from special employment areas, this quota is 3 per cent of the workforce. If you haven't got this quota, you don't have to reach it by, say, getting rid of an employee. But if there is a vacancy or a new post, you are expected to appoint disabled people until you reach your quota.

In calculations, people working less than 10 hours a week are ignored, and those working between 10 and 30 hours per week only count as half an employee.

If you dismiss a registered disabled person without good cause, you are guilty of an offence — as you are if you do not



reach your quota given the opportunity.

Certain jobs are designated employments (eg, car park attendants and lift operators) and if a vacancy falls it must be filled by a registered disabled person unless exemption has been obtained from the Manpower Services Commission.

But the law is not negative in this respect. The MSC, as well as issuing a Code of Practice, can be the channel for help with employment problems. Grants are available to help adapt premises and equipment for disabled employees.

Fuller details can be obtained from the MSC's Disablement Advisory Service.

## Care-takers take care

There are many times when a business takes care of goods belonging to others — you may be looking after goods for an adjoining business or someone may have left them with you. If damage or loss occurs, what is your position?

Where goods are being held by someone other than the true owner, and no payment is involved, whoever is looking after them has to use the same care as a reasonable person would do if the goods were his own. There is no claim or liability if the property is damaged or destroyed through ordinary negligence. Liability will only arise if the person taking care of the property is grossly negligent or takes some deliberate act which someone prudent would not.

For example, if you took in some goods for a neighbouring business that was closed for the day, and then left the goods in the corner of your premises together with your own property and someone walked in and stole them, you may have been negligent but you would probably not be held liable. But if you dumped the items in a yard where they could easily be stolen or damaged by the weather, this would be gross negligence and you would be liable for loss or damage.

## When money troubles catch up

Whether you run a limited company or are self-employed, the new provisions in the Insolvency Act can affect your future if your business is forced to close down.

For those who are even nominally directors — but still run their businesses as individuals with a lot of responsibility — it is possible to be disqualified from holding a directorship in the future if the business becomes insolvent, and also to be held personally liable for the business debts — despite it running as a limited company.

First, on disqualification, the Secretary of State for Trade and Industry can apply to the court for an order disqualifying you from holding a directorship of any company in the future.

There are a whole number of grounds for allowing such an order to be made. Obviously, the wrong use or retention of money which is the company's is one reason. Other reasons include the failure to keep proper accounting records and to make annual returns to the Registrar of Companies.

On your own personal liability as a director, this can arise if you have been responsible for the business "wrongfully trading". This happens if you knew the business was insolvent and ought to have known there was no reasonable prospect of avoiding a winding up of the company — and yet you continued to trade.

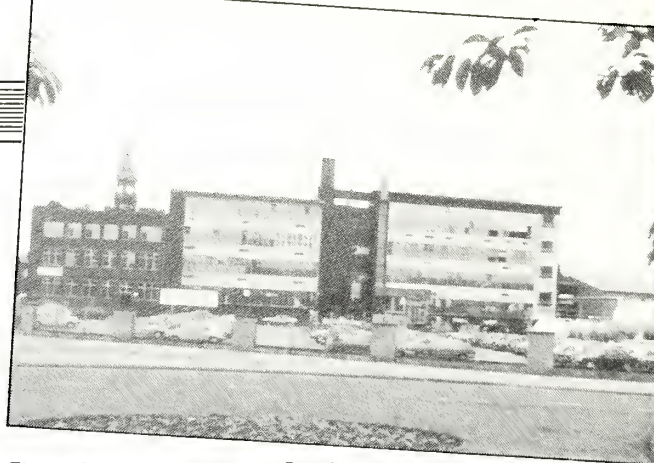
As far as the self-employed are concerned, there is, in any case, a personal liability for the debts of the business and you can be declared bankrupt if you cannot meet the debts. Of course, the criminal law in relation to fraud is ever-present. But there are now procedures to mitigate the effects of insolvency on a bankrupt's future.

There is an automatic discharge from bankruptcy after three years, and in some cases, where people with debts of less than £15,000 present their own petition for bankruptcy, there are provisions for discharge after two years. There is now some protection for the bankrupt's spouse living in the matrimonial home. An application to the court will have to be made before an order for possession is carried out and the court will be able to take into account the situation of the bankrupt's family.

Because of the conditions of the new law — and indeed the reliefs given — it is important for any business with the prospect of insolvency to consult with its accountants before running into real trouble.



## The Beecham's Pill machine



This is the centenary year of Beecham's presence in St Helens, Merseyside, where Thomas Beecham built a new factory in 1887. Today it is the largest producer of OTC medicines in the UK

**T**he origins of the Beecham Group business can be traced to the man who first made the pills available. A country boy, Thomas Beecham began his working life at the age of eight, tending sheep for 1s 6d for a seven day week. He was born in 1820, the son of a farm labourer, in Curbridge, Oxfordshire.

Curbridge was no place for the ambitious, and Beecham was unhappy when sent to work as a shepherd. He was to recall years later with feeling, how he endured miserable working conditions, and of his determination to pull himself out of the "hopeless gulf" in which he found himself. As he tended his flock he took to observing the behaviour of his sheep, and noted in particular what herbs they ate when sick or when the weather was very cold.

By the time he was 20, Thomas Beecham was experimenting with a number of herbal remedies which he sold in markets around the country. His first decisive step into the world of business came in 1847 when he moved to Lancashire, where the full impact of the industrial revolution was being felt. He had considered going South where commerce was largely concentrated, but then he decided that the North, with its new factories, offered him the best market.

In 1840 Beecham had qualified as a chemist, and seven years later he was granted a licence to sell medicines, providing he did not operate in the City of London and Westminster, the borough of Southwark or the City of Edinburgh. By the 1850s he was an established trader in Wigan, where a stencilled sign over his wares described him as "a chemist, druggist

and tea dealer". He had four main products: a gold tooth tincture, a royal toothpowder, female's friend (a tonic for women) and Beecham's Pills, which were to make his fame and fortune.

In the Winter of 1858-59 Beecham moved to St Helens. He had decided to concentrate on his laxative pills. He soon became a familiar figure on St Helens' market where his pills sold at 6d a box.

On August 6, 1859, the first Beecham advertisement appeared in the *St Helens Intelligencer*, with the slogan: "Worth a guinea a box". As the business grew Beecham moved into larger premises, and soon his pills were being sold far beyond Lancashire. The oldest order book still in existence shows that in January 1865, people were buying them from as far away as Cambridge, York, London and Exeter.

By now Beecham had been joined by his son, Joseph. Father and son plotted the publicity campaign that was to make the Beechams, by 1890, the biggest advertisers in the UK. Both men were fascinated by the prospects held out by mass advertising, and Thomas recorded his philosophy clearly: "It is possible, by plausible advertisements, set forth in an attractive style, temporarily to arrest the attention of a certain number of readers, and to induce them to purchase a particular article. But it is a more difficult matter to ensure their continued patronage. Unless the advertised product proves to be all that is claimed for it, not only do the purchasers discontinue its use, but warn others against it as a thing to be avoided." By

1890 more than 15,000 newspapers around the world were carrying Beecham advertisements.

But Beechams were not content with the conventional advertising. Innovative ideas flowed continuously. Song writers were hired... there was "The St Helens waltz" and "The guinea a box polka". Beecham posters, Beecham mottoes, Beecham proverbs, and (heaven forbid) Beecham hymns looked down from hoardings, walls and the sides of tramcars. In 1889 Beecham spent £95,000 on advertising — an enormous publicity budget for those days. Pills were rolling off the cutting machines in St Helens at the rate of 15,000 minute.

Letters from the strangest places testify to the faith people placed in the pills. A crew member of a Polar exploration by ship wrote to Thomas Beecham after a harrowing voyage during which two men died: "I did not have one day's illness, and I took no medicine but Beecham's Pills".

While all this was happening the partnership expanded into a substantial trading concern. In 1885 new headquarters were built at St Helens on the corners of Silver Street and Water Street. Two years later they were demolished to be replaced by an imposing new building, which is believed to have cost £30,000. It still stands, and its clock tower is a well-known local landmark.

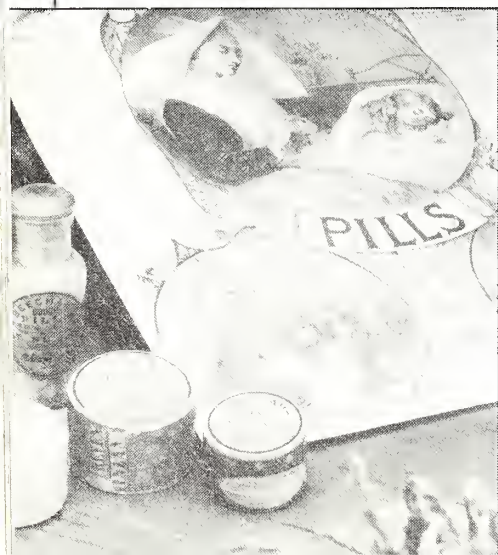
Thomas Beecham retired in 1895, but retained an active interest in the business until he died in 1907. His son died nine years later. With Joseph's death in 1917 the period of spectacular growth was halted. His son, Thomas, destined for international acclaim as a conductor, was already seriously preoccupied with music. The business was carried on by the executors named in Joseph's will, but they lacked the dynamism of either of the Beechams.

In 1924 the Beecham name was bought for £2.8m by another trusting businessman, Philip Hill. One of the factors which led to his purchase was that the estate included the freehold of Covent Garden Market and Opera House. He started a process of acquisition which has resulted today in the Beecham Group. Beecham's Pills still contribute steadily to the Group's revenue and remain a popular form of laxative. They sold to the tune of nearly 50 million pills in 1986, sales being almost entirely restricted to the UK. The relaunch, in a modern livery, brings the brand up to date.

**Third  
Pill pack  
change  
in a  
century!**

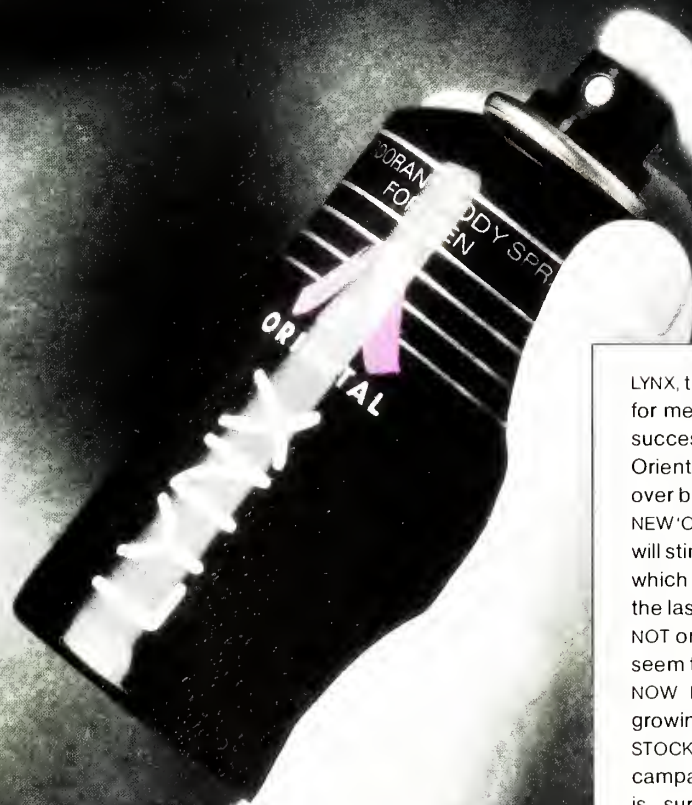


Beecham's Pills, marketed for more than a century, are being relaunched in tablet form in blister packs (see p593). It is the third packaging change since the pills were first sold around the Oxfordshire countryside by Thomas Beecham, a former shepherd boy. For more than 100 years the pills, packed into tiny wooden boxes inspired slogans that echoed round the world. In the late 1950s they were put into tubes; now the pills have become tablets





WITH NEW LYNX ORIENTAL  
IT'S SUCCESS ALL OVER AGAIN



LYNX, the first and only bodyspray brand for men continues to cover the market successfully with the latest Lynx: Oriental. It's the fourth in our range of all over bodysprays.

NEW 'ORIENTAL' with its distinct fragrance will stimulate extra purchases of a brand which has already doubled its sales over the last 6 months of 1986.

NOT only are Lynx men loyal, they can't seem to spray enough of it.

NOW LYNX ORIENTAL will add to that growing demand.

STOCK PLENTY, because our £1.8 million TV campaign starts this April and 'Oriental' is sure to create even more yen!





# IS THE INTEREST IN OUR NEW BOTTLE ENTIRELY OVER THE TOP?



Seven Seas pure cod liver oil has long been acknowledged as the number one natural remedy for muscular aches and pains. And today there is growing scientific evidence to suggest that it's all down to its rather special fatty acids.

For example, in tests amongst sufferers of muscular aches and pains, 92% showed a major clinical improvement when given Seven Seas pure cod liver oil as part of a controlled diet.

But in addition to this encouraging news we've managed to improve our cod liver oil in another way.

We've designed a special bottle top for our new 300ml size so that it is now much easier to screw on and off by the people who need it most, the elderly, the infirm, indeed anyone with rheumatic pains in their arms or hands.



During the coming months we'll be communicating these facts to your customers via a national press advertising campaign.

We'll be using such relevant titles as Arthritis News, Choice, Grandparent and Saga, as well as many popular women's magazines, TV Times and Readers Digest.

It should prove an eye opener for many people. And keep us in our rightful place in the cod liver oil market.

On top.

## SEVEN SEAS

*The Original  
Pure Cod Liver Oil*

Seven Seas Health Care Ltd., Hedon Road,  
Marfleet, HULL HU9 5NJ. Tel: 0482 75234.





## Pharmacist's power

As a result of the recent general election, the pharmaceutical presence in the Bonn Parliament has increased from four to five, with one pharmacist losing her seat and two newcomers joining the three doctors, one nurse and one health visitor as the representatives of the health care professions.

Only one of the two newcomers (both in retail, mayors of their towns, married to practising pharmacists and with others among their close relatives) intends to concern himself particularly with health matters. Hopes that one of the leading Free Democrats and her party's spokesman on social policy, Mrs Adam-Schwaetzer, might head a suggested separate Health Ministry carved off from Rita Sussmuth's cumbersome portfolio for youth, family, women and health and thus become the first pharmacist to be a minister in post-war times, were dashed when Mrs Sussmuth retained her place in the new cabinet in full charge of an intact

ministry. In fact, she and Mrs Adam-Schwaetzer had reportedly joined forces in a vain attempt to prevent a tightening up of the abortion laws being included in the legislative programme of the new coalition, at the insistence of the right-wing parties and ultra-Catholics.

Disappointment that Mrs Adam-Schwaetzer's pharmaceutical experience was not to be utilised turned to dismay when it was subsequently announced that she had been appointed a junior minister in the Foreign Office. This will greatly restrict her opportunities to speak out on pharmaceutical matters, and will deprive the profession of an eloquent and much-needed voice in Bonn.

With neither Mrs Sussmuth nor her immediate superior apparently willing to grasp the political nettle of fundamental reforms in the health insurance field, pharmacists fear that minor changes proposed by a committee composed only of doctors and economists could have grave consequences for the profitability of pharmacies.

Even certificates of attendance at the conference have failed to convince the bureaucrats, but the conference organisers are baulking at the suggestion of punched time cards, regarding them as unworthy of an academic profession and reminiscent of a school roll-call.

## Off the piste

At the first of the annual round of national and international refresher courses, which start in the famous winter sports resort of Davos, pharmacists were promised assistance by their leaders in their attempts to persuade the tax man to accept the costs of attending as tax-deductible expenses.

There seems to be no agreement between regional tax offices as to the treatment of conferences held outside Germany, and prolonged wrangles can ensue. One example was the final court verdict last year in favour of a conscientious female pharmacist who attended the 1975 and 1976 Davos meetings where she took 55 pages of notes. This, plus the fact that she didn't take her husband, nor is she a skier, were sufficient to persuade the court to overrule the tax man.

The frequent difficulties arise because of the traditional break between formal lectures (which start at 8.45am and finish at 6.30 pm) from 12.15 to 4.30 pm. Although this period is filled on the programme by poster sessions and audiovisual presentations, it is clearly regarded by the tax man as long enough to allow a spot of piste-bashing.

Chemist & Druggist 4 April 1987

## Shovels out



A law found tedious by many foreigners living in Germany (and possibly by some natives) is that requiring householders and shop owners to clear pavements in front of their premises of snow and ice by 7.30 each morning.

If this is not carried out, then anyone who slips and hurts himself can sue for damages. Normally a section wide enough for two pedestrians to walk alongside is regarded as sufficient, but a lawyer has advised city pharmacists to clear the whole pavement. Such clearings must be repeated throughout the day if necessary, and if the owner of the house or shop is incapacitated or absent, then arrangements must be made for others to do it.

## European licensing



In the face of accusations, at a European Consumers Associations (BEUC) forum in Berlin, of shortcomings and bureaucratic inefficiency, the BGA has published a summary of its activities in 1986 involving licence revocations and requests for changes to drug information leaflets or product composition of 951 drug products.

It has also announced the introduction of an early warning system, and a drug information service to doctors and pharmacists similar to the CSM's *Current Problems*. At the Berlin forum, the UK's drug licensing procedures were described by Dr Andrew Herxheimer as the best in Europe. It was pointed out that those calling for a European Drug Licensing Authority must accept that this could only happen if other countries matched the UK standards, the UK lowered theirs, or all sides compromise. As long as great differences remain in the use, payment for and prices of drugs — and there is not even agreement as to what constitutes a drug (in Italy it includes mineral water) — harmonisation of the European drug market by 1992 seems an impossible goal.

These reports come from a correspondent with acknowledgements to the German pharmaceutical Press: *Deutsche Apotheke Zeitung* and *Pharmazeutische Zeitung*.

## Prescribing trends



According to the latest analysis, the number of scripts was almost constant in 1985 but the total drugs bill rose by over 5 per cent as larger packs were prescribed.

Particularly marked increases occurred in the prescribing of anti-arrhythmics, sex hormones, bronchospasmolytics, anti-tussives, expectorants, beta-blockers and calcium antagonists. The ten most frequently prescribed drugs were a brand of oral digoxin, then Lanitop, the mucolytic ambroxol, Adalat, Isoket, paracetamol, oxazepam, Euglucon and diclofenac.

Although the proportion of generics in the total of 650 million scripts rose to 7 per cent, the use of expensive drugs such as H<sub>2</sub> antagonists also increased to balance the savings. Drugs of dubious value, like cerebral vasodilators, expectorants and drugs prescribed for various circulatory problems, showed a higher than average increase.



NEW

NEW



# Jumbo SNAPLOCK

## NEW

- A Jumbo size Nappy Pin, specially designed for use with super absorbent overnight Nappy.

## NEW

- A development of the original "Snaplock" invented by Newey (Patent applied for).

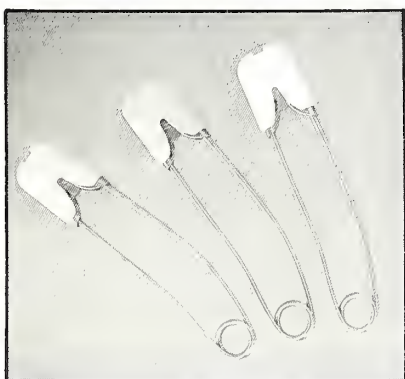
## JUMBO SNAPLOCK

- Specially designed for use with super absorbent overnight Nappy.
- New Jumbo size stainless steel Nappy pin with tough acetal locking cap. Available in White, Pink and Blue.
- Packed five per card for extra Value.

## CONSUMER ADVERTISING SUPPORT

- Jumbo Snaplock will be featured in 'Mother and Baby', and 'Parents' magazines in May and June in full colour advertising.
- Exciting new Point of Sale Display.

**JUMBO SNAPLOCK - THE GUARANTEE OF  
OVERNIGHT SECURITY.**



NEW

NEW  
Jumbo  
SNAPLOCK



NEWY GOODMAN, Sedgley Road West,  
Tipton, West Midlands

## C&D INTERVIEW

# A pharmacist's pharmacist is new industry front man

David Godfrey is one of those increasingly rare pharmacists who have made it to the very top of the pharmaceutical industry. He is currently group director of the Wellcome Foundation. This month he adds a further feather to his cap when he takes over the presidency of the Association of the British Pharmaceutical Industry from James Diamond of Beecham Pharmaceuticals.

The pharmaceutical industry feels, with some justification, that it has been given a rough time over the past four years. Two imposed price reductions under the Pharmaceutical Price Regulation Scheme and a prolonged period of price freezing, not to mention the limited list, have forced many companies to re-assess their British operations.

It was perhaps inevitable that changes would take place, but that they did so with so much ill feeling on both sides has left a legacy which will not so easily be forgotten. "Considerable inward and indigenous investment has been made here over the years. The DHSS, as the industry's sponsor, had provided a climate in which we could effectively operate. The totally unexpected delisting damaged not only the bottom line, but also the perception of the UK as an investment base," says David Godfrey.

The ABPI's confrontational approach with the Government over the limited list, both in the lobby at Westminster and spelt out in bold in adverts in the national press, gained it few friends. A cynical national Press found it difficult to swallow the tale of woe from such an apparently affluent industry. The general public was, by and large, unconcerned.

Since then there has been an acceptance that, for better or worse, the pharmaceutical industry and Government have got to co-exist. "If we get it right with Government we have a chance. The Government cannot ensure success but it can be responsible for decline and failure. The interface with Government is of paramount importance. It is our biggest customer and responsible for the legislative process. If you fall foul of either then obviously you are going to be in grave trouble," says David Godfrey.

He is determined to continue the *rapprochement* with Government, but

makes the point it is a two way process. There must be some ground rules, he insists, which provide reasonable stability and the avoidance of enormous discontinuities. "I'm not saying delisting should not have occurred or been worked towards, but the time frame within which it was introduced was damned short. If we all work and plan according to what we believe the rules to be and then, overnight, there is a massive change of this kind, it is very difficult to cope with. A number of companies have suffered enormously," he says.

Whether any long term damage has been done to the industry as a whole is difficult to say as the industry response in terms of investment is still working its way through the system. David Godfrey feels, in the round, that there will be no lasting harm as long as the limited list is not part of a trend which makes the UK less attractive as an operating base.

## Targeting profits

The Government last October acted to increase the profit level allowed to manufacturers under the renegotiated PPRS. The level is due to go up a further 1.5 per cent this October, but David Godfrey says it is still too low. "Profit targets were certainly put up because they were too low. Even now they are several percentage points below the average in the FT500. And if this persists at a time when the profitability of industry is rapidly rising then we will still be trailing the field by some margin," he says.

The current agreement is due to run for five years, and after the October rise no further change is scheduled. This is most unsatisfactory from the industry's point of view, David Godfrey concedes, but says there is little else the ABPI can do other than continue to prevail on the Government for better terms.

He is diplomatic in distinguishing  
*Chemist & Druggist* 4 April 1987





## Mr Godfrey's march to the top

David Godfrey became a BPharm in 1951, and like many pharmacists at that time spent the next couple of years doing his stint as a National Serviceman. For him it was a case of taught becoming teacher, for he was a lecturer at the RAMC Army School of Health.

After a two year spell in retail he became a medical rep in the West Midlands for Wellcome in 1956. And apart from a five year defection to Sterling Winthrop, where he finished up as commercial development director for Europe, Mr Godfrey has been with Wellcome ever since.

He rejoined Wellcome in 1966 to complete the takeover of Calmic and its integration into the company. In 1971 he was appointed to the Wellcome board as chairman of Calmic. He subsequently became operations director for a number of regions, including the UK. His portfolio was expanded in 1985 to include responsibility for group marketing and chairmanship of Wellcome Biotechnology Ltd.

Involvement with the ABPI dates from 1970 when Mr Godfrey joined the board of management. He became chairman of the commercial affairs committee in 1972, a position he held until 1980. From 1975 to 1981 he was chairman of the pharmaceutical sector working party of NEDO.

between the problems facing the Association as opposed to the industry generally, and sidesteps the former to concentrate on the latter. There are two areas of principal concern to him. One is getting across the paramount importance of a reasonable patent life for drugs. "If there are no patents then there is no research based industry, and there is a limited future for generic manufacturers," he says.

### Patent life erosion

The erosion of patent life of pharmaceuticals due to the regulatory process is well documented, as is the move to abolish the licence of right provision, which effectively reduces exclusivity yet further.

The current patent life for a drug actually on the market, of eight to ten years, is totally inadequate for a manufacturer to recover the investment that has made, he says.

The other area of concern is that of generic substitution, and it is here perhaps that David Godfrey is treading on more delicate ground, with a number of ABPI

members being generic manufacturers. "There is a place for generics as a follow up, but if that follow up becomes too quick then the originator will die and the follow up will be limited," he says, although hastening to add he is not necessarily against generic prescribing.

From time to time the generic manufacturers in the ABPI do have their differences with those in the R&D sector, but the vast majority of generic companies realise that if there is no innovation there will be no follow up. The current action to stifle Lord Northfield's Licence of Right amendment is being taken by non-ABPI companies, he points out.

Turning to the Association itself, he dismisses arguments that the recent resignation of four Scandinavian companies is evidence of dissatisfaction over the way the ABPI is handling the industry's affairs. "At any moment there will be dissent and dissatisfaction. If the time frame is long enough there will be nobody who is satisfied. Although four companies have recently resigned, three new companies have joined,

so in terms of movement I would regard this as typical of our type of organisation," says David Godfrey.

### Baffled

Like many in the industry he is baffled as to why the pharmaceutical manufacturers as a whole seem to have such a poor image. "It is something of a puzzle to me. If we regard the industry in terms of a product, then the product is superb. It has helped increase life expectancy and quality of life; in terms of UK Ltd it has generated an enormous net balance of payments. As a marketing man I shake my head with disbelief as to why we are perceived as anything other than valuable contributors," he says.

David Godfrey is quite aware he is likely to lose as many friends as he will gain during his two year stint as president, but his philosophical approach should carry him through. And unless the Government pulls any further surprises out of the hat, his year at the top should see the ABPI regaining some of the confidence and stature it has lost of late.



## Park resigns from BPA (UK)

I would like to thank the many Scottish pharmacists who have helped in the fight against the new Contract. Almost without exception, these pharmacists are against leapfrogging, but were courageous enough to reject putting some of their colleagues out of business in order to try and stop it.

Now, despite our best efforts, the new Contract is with us. Time will tell whether the sacrifice of many small pharmacies and the division in the profession was worth it.

In the meantime, however, I urge Scottish pharmacists unhappy with our current leadership not to give up. For a start, I hope many will write to the Health Board and cancel their voluntary levy to the Pharmaceutical General Council (Scotland). In my own essential small pharmacy, this will reduce the amount I will lose because of the scrapping of the

old remuneration system, despite repeated undertakings by the Government and General Council that I would be "at least no worse off than under the existing remuneration procedures".

I also urge all Scottish pharmacies *not* in the ESP Scheme to examine how much they would be paid for identical work in England and Wales. I suspect most will find they would be better off South of the Border! If so, I hope they will keep complaining to the General Council and their MPs until something is done.

Finally, to those cynics who think that this is just more agitation from the British Pharmacists Association, I can reassure your readers that I am no longer a member. I have resigned because of BPA (UK)'s failure to adopt a constitution, hold democratic elections, and consult their members properly. This is as inexcusable as the failure of the General Council and PSNC to allow contractors a vote on the new Contract.

However, I have nothing personal against any member of BPA (UK) — I have always found them helpful and friendly. In

particular, I wish Charles Flynn every success in his bid for Council.

Finally, I intend to continue working for a better deal for Scottish pharmacies. I would welcome any ideas and suggestions from Scottish pharmacists, who should write to me at Spateson Pharmacy, 27 Hallhill Road, Johnstone PA5 0SA.

**Graeme M. Park**  
Johnstone

### PGC secretary Colin Virden comments:

Remuneration of NHS dispensing is assessed independently North and South of the Border. There is no inherent reason why costs and payments in the two countries should be the same. The evidence is well nigh loaded by costs for labour and overheads for 1987-88. In England these are about 99 per prescription. In Scotland they are 91 per prescription. How then can a argument for equal payments be substantiated?

In 1987-88 Scottish contractors dispensing between 1,300 and 3,500 prescriptions per month (the majority) will be better off by between 8½ and 10p per

*Continued on p620*

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*Continued from p618*

prescription compared with 1986-87. The benefit tails off gradually to about 2p per prescription on 10,000 per month. The calculations use an estimated ingredient value of 485p.

In Scotland the general body of contractors still supports a far greater proportion of essential pharmacies than do contractors in England. This means that the cash available has to be spread more thinly. The introduction of the minimum income scheme would have serious repercussions because around half of those pharmacists presently classed as essential would lose that status. The General Council believes that that would be even more unacceptable to essential pharmacies than the present revised.

## Syringe check for diabetics

The British Diabetic Association was delighted to hear the announcement that plastic disposable syringes would be made

available to all insulin-dependent diabetics on prescription.

However, one note of caution: although the change-over to the U100 strength insulin has now been completed it is just possible that there might still be some of the U20 syringes in the depths of the stockroom.

For many diabetics, this may be the first time they have been to a chemist to get their syringes and they may not be aware that they should check carefully whether they are receiving U100 insulin syringes. It would, therefore, be helpful if you could firstly, check your own stocks and secondly, check with the person coming to fill the syringe prescription that they are receiving the correct syringe.

Some people might be used to using the ½ml syringe, others the 1ml syringe. We have already heard of incidents where the wrong size syringe was inadvertently used without the person realising that one line on the U100 ml syringe = 2 units of insulin, whereas one line on the U100 ½ml syringe = 1 unit. So, potentially, if the wrong syringe is used, either twice as

much insulin or half the amount of insulin could be given.

Further information from the Diabetes Care Department, British Diabetic Association, 10 Queen Anne Street, London W1M 0BD (tel: 01-323 1531).  
**S. Redmond**  
Head of Diabetes Care, BDA

## Lifebuoy to the rescue?

With reference to your Xrayser column in (C&D, February 21, p287), I should like to advise that Lifebuoy toilet soap is now widely available in both colours, in all wholesalers.

If any pharmacy cannot find the product please write to our consumer advice service.

The "6 for 5" pack will be available until the end of April and the last chance to buy will be in the last two weeks of April.

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Information services manager,  
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**Contra-indications:** Galactosaemia. Gastro-intestinal obstruction. **Precautions:** Lactose intolerance. **Product Licence Number** 0512/5001.

**References:** 1. Florent C. et al. J Clin Invest 1985; 75: 608-613. 2. Palmie P.E. Therapiewoche 1980; 3: 4045-4049. 3. Hoffman K. et al. Klinische Wochenschrift 1964; 42 (3): 126-130.

4. Sanders J. J Am Ger Soc 1978; 26 (5): 236-239.

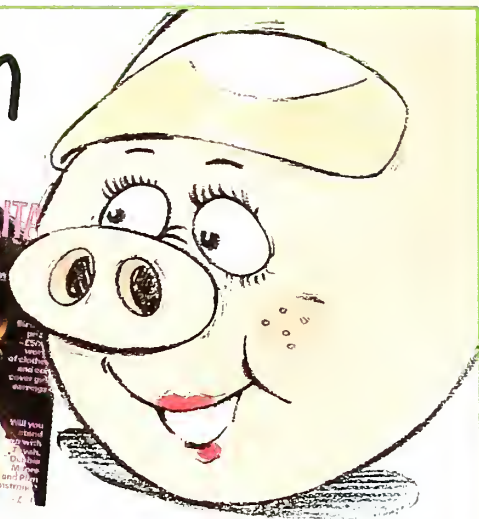
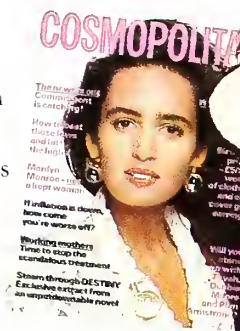
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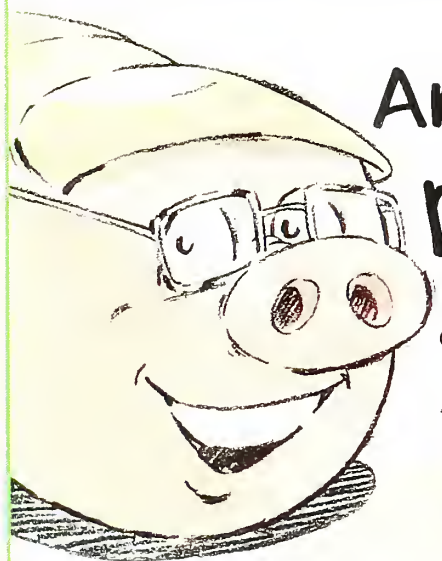
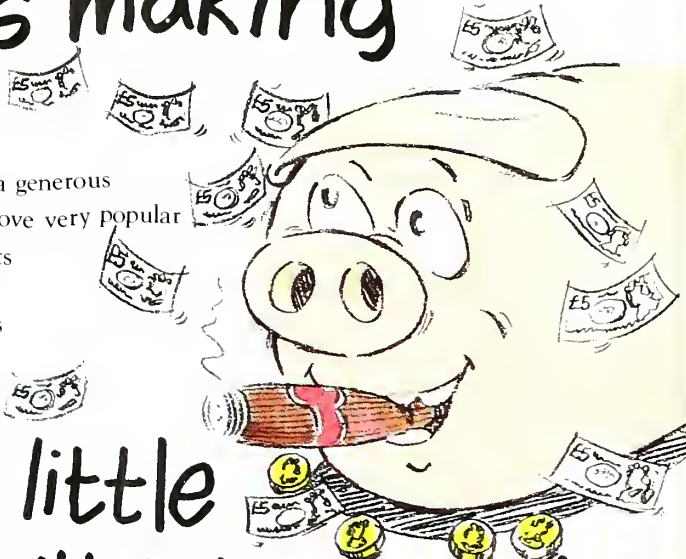
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## Woolies go for drugstores: Superdrug fit the bill

**Just a few days after the formal ending of their takeover talks with Underwoods, Woolworth have announced an agreed bid for the Superdrug chain of drugstores.**

The bid, which values the chain at about £233m, adds 297 stores to the High Street group's empire. The deal involves an offer of 17 Woolworth shares for every 20 in Superdrug, with a 646p cash alternative. Superdrug would end up with a holding of about 4 per cent in Woolworth Holdings.

Last month talks between Woolies and Underwoods collapsed after a suspected leak brought the negotiations into the open. Underwoods were said to be pressing for too high a price; and Woolies were understood to be offering around £68m (*C&D*, March 7, p421).

City analysts were suggesting last week that a national drugstore chain would be a much better fit for Woolies' High Street plans. Woolworth's executive director Nigel Whittaker said Underwoods' dispensing business had not featured in

their reasoning either way. "We weren't interested in Underwoods as a pharmacy, but as a personal care store. Dispensing isn't really where they make their money." Woolies had been looking for a well managed specialist retail outfit, which could be dramatically increased with investment, he said. "Superdrug are a highly successful formula, very well run, and growing at the rate of one location per week. They can be doubled in size within four years".

Superdrug's co-chairman and managing director Peter Goldstein, one of the founding family, told *C&D*: "Underwoods are a great operation, but as far as Woolworth Holdings are concerned, this is an ideal fit for everybody". It has been suggested that Superdrug will find a place alongside Woolies in some of their bigger stores, or use surplus outlets. Mr Goldstein commented: "There's a lot of redevelopment taking place. Woolworth have half a million square feet under development. Once we've had a chance to analyse the portfolio, obviously, we're going to participate."

whereas a £25 cheque would only mean bank charges of perhaps 10p.

A Barclays Bank spokesman told *C&D* they would be talking to the Consortium, as well as to individual retailers, about the issue, but added "This is a new service — it won't be launched until June — and it will be at least three years before we're making any profits, if at all. We're not ripping off the retailers."

## Debate on the cards

**A new debit card from Barclays has run into strong criticism from the Retail Consortium.**

The "Connect" card is supposed to replace the cheque card as payment over the counter, and was initially welcomed by the Consortium. The cards would mean guaranteed payments up to a level limited only by the customer's bank balance. But now the Consortium are likely to withdraw their support if Barclays go through with a merchant charge on transactions, at the same rate as for credit cards. According to the Consortium, a £25 payment on the debit card could mean a charge of 50p, if based on a merchant charge of 2 per cent,

## Out of the Woods

**Woods of Windsor have withdrawn from merger talks with Kingsgrange Products (*C&D* February 28, p361).**

The companies had come up with an agreed settlement involving Kingsgrange paying £4.5m for the Woods of Windsor toiletry business.

## Still beefing up insulin . . .

**CP Pharmaceuticals, Boots and Evans have no plans to follow Wellcome's lead in stopping the supply of beef insulins by the end of the year (*C&D* last week p550). Wellcome plan to produce Nordisk Wellcome human insulin for the UK market at their Dartford plant.**

A spokesman for CP, manufacturers of Hypurin insulins, told *C&D*: "We will continue to supply indefinitely our highly purified bovine insulin while there is a demand." Boots said: "We are not pulling out of the insulin market, though we shall be keeping it under review continuously." And Evans commented: "We will carry on supplying beef insulins as long as people are stabilised on it."

Nordisk and Wellcome anticipate few problems as a result of the decision to phase out Wellcome beef insulin.

The guidelines for change released this week say most patients can be transferred on a unit-for-unit basis. The minority of patients on very high doses of beef insulin (100 units per day or more), may have to reduce their insulin dose on transfer to human insulin. To help doctors do this, Dr Anthony Kurtz, consultant endocrinologist at the Middlesex Hospital, is co-ordinating an antibody assay service, funded by Nordisk and Wellcome.

Wellcome estimate that 20-30,000 diabetics in Britain use beef insulin but say the number has declined rapidly.

## Fisons funds

**Fisons are raising £110m to pay for new acquisitions and to develop their businesses.**

The money will come from a placing of up to 18 million shares with European and Far Eastern investors. Chairman and chief executive John Kerridge said Fisons achieve more than 80 per cent of their sales overseas. But less than 2 per cent of their shares are held overseas; the new issue is intended to put this right.

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# Jobs lost at Hoechst UK; drug unit to go

**Hoechst UK's drug discovery unit at Milton Keynes is to close as of April 1, with the loss of 47 jobs.**

The company has just announced a net loss of £834,000 for the year to December 31, 1986 despite marginally improved sales of £587m (£584m in 1985). But Hoechst say the unit's closure is not due to the net loss.

The £834,000 loss of profit attributable to shareholders was due essentially to the Berger paint operation in Australia, the company said. The Australian business suffered from a decline in the local paint market and heavy costs of rationalising the company. Elsewhere Berger performed well. And Hoechst's subsidiary Arthur H. Cox had a successful year.

Following the "exceptionally good" years of 1984 and 1985, Hoechst say their operating profits decreased slightly owing primarily to the decline in the value of the pound against the German Mark which

reduced margins on several major products. "However, the overall strength of our business augurs well for the years ahead."

The closure of the drug discovery unit follows a worldwide review by the Hoechst group and a decision to concentrate these activities into fewer units, a company spokesman told *C&D*. The unit was funded by the parent company Hoechst AG in Germany. The closure did not come as a result of pressures such as the limited list and Pharmaceutical Price Regulations Scheme, said Hoechst.

The Hoechst Group worldwide increased pre-tax profit last year by 1.7 per cent, to DM3,211m, despite an 11 per cent drop in sales worldwide.

The drop in sales is attributed to the fall in the dollar and other currencies, the decline in petrol prices, and the sale of the styrene and polystyrene activities in the USA and the Netherlands.

# Wilkinson Sword meet old Match

**Wilkinson Sword are now back in the hands of Swedish Match — who once owned 33 per cent of them — after a £99.2m deal between the Swedish conglomerate and Allegheny International.**

The sell-off was anticipated (*C&D*, August 16, 1986, p258) after Allegheny, who acquired the company in 1980, showed a £68m loss in 1985 and their chairman Robert Buckley resigned.

British based Wilkinson Sword, whose leading razors and razor blades account for one third of their £196.3m annual sales, with the matches division Bryant & May accounting for 49 per cent, will carry on just as before, their managing director Richard Bate told *C&D*.

# S&N profits up 25%

**Smith & Nephew have announced pre-tax profits of £88.2m — up 24.9 per cent on 1985 — on total sales of £480m for the year.**

The profit margin was greatest on toiletries at 21.6 per cent (21.2 per cent in 1985) on sales of £25.5m (£24.5m in 1985). That was followed by medical and healthcare with profits of 17.7 per cent on sales of £295m (17.2 per cent on sales of £242.7m in 1985).

There was a profit of 20.2 per cent on sales of £159.3m from the UK, second only to North America with sales of £173.1m but a lower 12.7 per cent profit.

# No New Additions . . yet

New Additions, who plan to distribute baby product samples (*C&D* Babycare supplement, February 21, p27) have delayed their launch for four months.

The company aims to distribute through the post to £750,000 new mothers, and says the present delay is to avoid clashing with the launch of one or two smaller companies who appear to be moving into the same field. New Additions say this could confuse mothers and manufacturers but say they won't be changing or revamping any of their plans.

# Consumer Bill consultations

**Groups representing 240 retail and consumer interests are being consulted by the Trade and Industry Department over the code of practice proposed for the Consumer Protection Bill.**

The consultations are primarily through the Retail Consortium; a group representing local authorities and trading standards officers, and the National Consumer Council. Ministers hope to

report on the consultations when the Bill comes before the Commons for second reading.

**The Government** is being pressurized to increase the VAT threshold beyond the new £21,300 figure. Michael Grylls (Con), suggested in the Commons last week, that £50,000 would be appropriate for smaller firms. Mr Ian Stewart, the Economics Secretary, avoided making any commitment but pointed out that there was a proposal in the European Community for a £26,000 threshold.

# COMING EVENTS

## Sunday, April 5

**Chiltern Regional Conference.** 10am, the post-graduate centre, Luton & Dunstable Hospital. "Trends in modern nursing — a guide for the pharmacist".

## Monday, April 6

**East Metropolitan Branch, Pharmaceutical Society.** annual meeting, 7.30pm, Churchill Room, Wanstead Library, Spratt Hall Road, Wanstead, E11.

**North Metropolitan Branch, Pharmaceutical Society.** 8pm, The School of Pharmacy, Brunswick Square, WC1. "Wither or Wither?" — Pharmacy in the 1990s by Professor Salkind, Department of General Practice and Primary Care, St Bartholomew's medical college.

## Tuesday, April 7

**South West Metropolitan Branch, Pharmaceutical Society.** 7.15pm, Lecture Theatre A, St George's Hospital Medical School, SW17. "Perfumes," and annual meeting.

**West Kent Branch, National Pharmaceutical Association.** 8pm, Graham Chiesman House, Chislehurst, Kent (opposite the Bull Hotel). Mr S.M. Unsworth, divisional administrator of the Manchester Pricing Bureau, on the pricing of NHS prescriptions.

## Wednesday, April 8

**East Kent Branch, Pharmaceutical Society.** 8pm, Kent post-graduate centre, Kent & Canterbury Hospital, Canterbury. Dr M.J. Davey, Pfizer Central Research, "New Therapies from Old Drugs". **Harrow and Hillingdon Branch, Pharmaceutical Society.** 7.30pm, Clinical Lecture Theatre, Northwick Park Hospital. Mr J. Sharpe, ABPI, on "Original Pack Dispensing", followed by annual meeting. Buffet supper.

## Thursday, April 9

**Glasgow & West of Scotland Branch, Pharmaceutical Society.** 7.30pm in the AGM Senate Suite, Strathclyde University. Pregnancy testing.



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The Board has been concerned with the surveillance of medicines, for human use, their manufacture, presentation and safety in use since 1966. The Minister for Health has recently delegated statutory responsibility to the Board for the implementation of the requirements of EEC Directive 81/851 and 81/852 relating to veterinary medicinal products. The increased workload devolving on the Board due to this legislation has necessitated the creation of the following post:-

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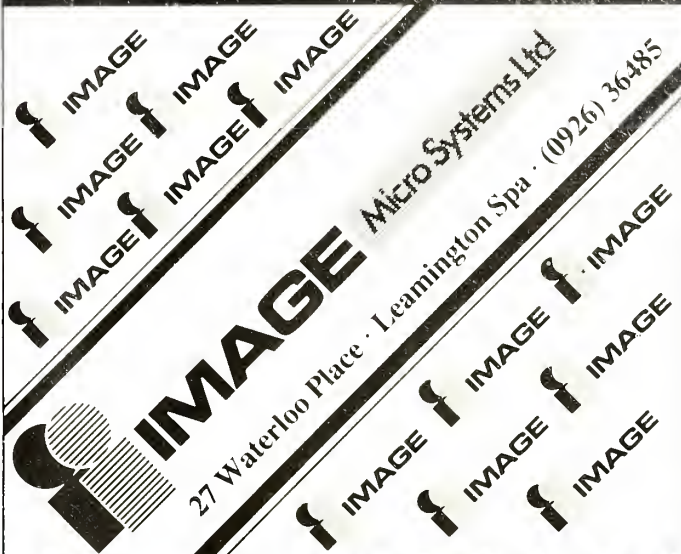
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## Peston's speech on pharmacy

Lord Maurice Peston — who as Professor Peston was a member of the Nuffield Committee of Inquiry into Pharmacy — was making his maiden speech in the Government debate on the NHS, as *C&D* went to press.

Lord Peston, recently created Baron Peston of Mile End, Greater London was introduced in the Lords last week. He told *C&D* that maiden speeches are by tradition non-controversial, and he would seek a "non-controversial" way of saying why prescription charges are a bad thing!

Lord Peston is also the Privy Council nominee for the Pharmaceutical Society Council.

## Currie elected

Pharmaceutical distributors Bradford Chemists' Alliance have elected Brian Currie as Secretary and paid tribute to Ernest Hazlehurst who retires from the position.

At the Alliance's recent annual meeting, chairman William Chanter commented on the valuable service Mr Hazlehurst had given as a director for 28 years and as secretary for 25 of those.

And John Milnes was elected to the Board to fill the vacancy caused by the retirement.



Next week, Merrel Dow Pharmaceuticals will present this carved wooden, painted plaque to the Pharmaceutical Society of Northern Ireland to hang in their Council chamber. The company has given PSNI this representation of its coat of arms to mark the Society's Diamond Jubilee in 1985, and to demonstrate Merrel's confidence in a 'medicines through pharmacy philosophy'. Managing director Ron Irwin qualified as a pharmacist in the Province.

## Evens medal

The Edwin Evens Memorial Medal will be awarded in August to the individual who has done most for pharmacy in the last two years. The British Pharmacists Association invites names for consideration with a brief resume giving the reasons why their candidate should be considered for this annual award.

Nominations should be sent to Jayanti Patel, general secretary, BPA, 44 Duke Street, Douglas, Isle of Man.

## New in the picture

Following the recent re-organisation of the Kodak consumer division, Keith Bowyer has been made product manager for cameras and Brian Bottomly is made product manager for film.

Keith Bowyer was previously senior brand manager for Southern Comfort but Brian Bottomly has been with Kodak since 1975. Prior to this appointment he has been involved predominantly in main stream marketing.

**Celltech Ltd:** David Gration, commercial director, takes on the new and additional position of chief operating officer. Because of increased responsibilities he will leave his non-executive role as chairman of Boots-Celltech, although he will remain on the Board. Chief executive Gerard Fairtlough will take over as chairman. And Susan Dexter is appointed Celltech's first US sales manager.

**Schering Health Care:** Mike Wallace has been appointed managing director. He was formerly finance director of Schering Holdings Ltd and prior to that headed the finance department of the company's UK pharmaceutical company in Burgess Hill.

**Thomson & Joseph Ltd:** David Atherton is appointed managing director. He moves from his position as Head of Nutrition, Research & Development at J. Bibby Agriculture Ltd.

**Seton Healthcare:** Brian Ruane has been appointed national sales manager of the consumer division. He was previously southern field sales manager.

**Boxall:** Louis Lawrence is appointed chairman of the Maidenhead based contract packers.

**Smith & Nephew Associated Companies plc:** Alan R. Fryer has been appointed to the board. He is currently managing director of the Smith & Nephew UK consumer division headquartered in Birmingham. Following his appointment, he will also be taking on additional responsibilities.

Mr David Sharpe, FPS, is a director of the Pharmacy Mutual Insurance Company and not chairman as reported in *C&D* March 21 p528.



Vestric's southwest divisional sales manager, Sarah Thomason, receives the company's "Top Division" trophy on behalf of her sales team. Sarah, whose team beat all their targets in her first year as manager, is pictured receiving the award from marketing director David Taylor, while sales manager Peter Bentley looks on.



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